PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

No. 1.

VOL. XXX.

NEW YORK, JAN. 3, 1900.



No Publication Gives More for the Money.

I don't believe any living man can testify more sincerely and appreciatively to what Printers' Ink has done for him than I can. I think it is easier to get business than it is to do it right after you get it. For that reason I make more of the fact that Printers' Ink has helped me so much in doing my work than of the other fact that it has brought me most of the work I have had to do, and has given me most of such reputation as I have gained with advertisers. The ability to get business and then to do it right are almost identical things, and Printers' Ink has done more than any other one agency in reinforcing my efforts at both ends of the problem. It has kept me in close contact with the actual business aspects of advertisement writing and constantly aided me in making the literary and artistic part of my work practically effective. Having been 'en years an editor of educational and literary publications, I can appreciate Printers' Ink's remarkable editorial graps and succinct comprehensiveness. I don't know of any publication in any field which gives its subscribers more for their money. It is a marvel of that liberal condensation which gives room for the thorough explanation of important details, yet "boils out" everything that is not to the point and purpose. I have said before that I could no more do business without Printers' Ink is my weekly gospel of advertising.

New York, 1808.

WOLSTAN DIXEY.

Mr. Dixey is now advertising manager of the National Cash Register Co., Dayton, Ohio, and reads Printers' Ink, uses Printers' Ink, just as much as ever.

PRINTERS' INK touches so many points of tangible value to advertisers that it seems as though it were indispensable to the business man interested in advertising.

Subscription price is \$5 a year. Sample copy 10 cents.

Address

PETER DOUGAN.

Subscription and Advertising Manager.

Printers' Ink, 10 Spruce St., New York.

PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1863.

Vol. XXX.

NEW YORK, JANUARY 3, 1900.

No. 1.

HISTORY OF CATCHY A PICTURE.

By Geo. D. Mitchell.

My text is: A catchy picture is a great desideratum in advertis-

ing.

It takes no argument to show that astute advertisers are constantly on the watch for something appropriate to illustrate their article does not fill the require-

of something else-humor or sentiment -is necessary to give the quality of catchiness that requisite is for success. Note the "Wool Soap Babies, which a hundred have imitated but not, perhaps, equaled. It is not necessary, then, to more than simply point the moral; for my object is not to argue in one direction or another, but

ment: a touch

perience which, I think, may contain suggestions for students of

advertising.

just to recite

My little girl of three happened to be at of her. This was done. But what was the surprise of the artist on developing the negative, to find.

in the act of an involuntary yawn. This picture, though an accident, was a success from the first. An enlargement of it, hung on the wall, brought forth a sympathetic yawn from every one that looked at it. The idea occurred to me that there was a kernel of advertising value in the thing. I had a half-tone of the photograph made and used it to advertise the wares. A mere picture of the Pathfinder of Washington. My way of using it was to put it on

the back of the Pathfinder rate card. with the statement: "This is the way it makes us feel when we see periodical soliciting advertising on the strength of claims alone"-the argument being that the Pathfinder depended on the convincing power of results.

The picture attracted attention in many quarters where all my most care-

fully-worded an instance within my own ex- circulars and letters had before apparently never caught ·I had probably eve. score of requests for permission to use it in various ways, Puffer's photographic and—to state the purely business studio, in Williamsport, Pa., and, end of it-it led to collateral busiit being night, some one proposed ness that has alone been worth that a flashlight picture be made many times all the effort and money expended. A full-page reproduction of the yawn appeared as a frontispiece in the Inland that he had caught the child just Printer. The Electropoise Com-



pany, of New York, adapted the picture to a line of its magazine advertising, and reported a "hit." The Boston Journal made a fullpage cover from it, over the legend "It's Catching." Pennsylvania Grit, of Williamsport, Pa., is using it, in colors, on a big poster and calendar for 1900. The J. C. Ayer Company, of Lowell, Mass., has asked permission to introduce it in its sarsaparilla advertising. And now I have just sent the large original to the editor of Black and White, of London, who expects to a full-page reproduction from it.

I cite this history as tending to show how valuable a catchy picture may be for advertising purposes. Of course, as with catch-phrases, the chances are largely against your hitting the mark every time. When the "see-that-hump" idea is applied to anything but the DeLong hook and eye it becomes very tame, because of its weak imitativeness; and it is not every day, or every month, that a man can strike something thoroughly original and catchy. But this only emphasizes the text -the moral being that it is well to keep your eye open for pictures that combine these qualities. and then to make persistent use of them.

IMPERIAL GRANUM HISTORY.

There was a time when Imperial Granum was pushed in the newspapers and magazines in a liberal manner. Prosperity, however, begat economy and the advertising was cut down until the announcements appeared only in medical papers, the argument being that the co-operation of the doctors was all that was needed to keep up the sales. But the scheme didn't work. The ads failed to get the business through the doctors who had other things to think about besides recommending Imperial doctors who had other things to think about besides recommending Imperial Granum. And so it comes about that the proprietors have decided to return to general newspaper and periodical advertising. The way to create a demand foo an article is to convince the public that you have a good thing to sell and that it needs it. How can this be done more effectively than through the journal which makes a daily visit to the homes of the people who have money to spend?—Fourth Estate.

IMPRESSIONS.

Impressions advertise; good impressions are good ads, and bad impressions are worse than none. In whatever is undertaken the good impression, the satisfied customer, should be the objective point.—Grocery World.

ADVERTISING CALIFORNIA

ADVERTISING CALIFORNIA.
From a long article in the Fresno (Cal.) Democrat of Dec. 11th the following details of a plan to advertise the San Joaquin Valley are taken:
At the 11st meeting of the executive committee of the San Joaquin Valley Commercial Association, held at Madera last Saturday, the committee on advertising reported that the publishers of Sunset had offered to print thirty pages descriptive of the San Joaquin Valley, in the February edition, if photographs and copy were furnished. It was voted to accept the offer. The advertising committee was intrusted advertising committee was intrusted with the matter of advertising in East-ern papers, and was authorized to spend \$200 for that purpose. P. A. Buell and S. F. Booth were appointed to arrange S. B. Booth were appointed to arrange for excursion rates, and for a stere-opticon lecturer to travel in the East. It was decided to ask the commercial bodies of the valley for information concerning lands and prices. The re-port of the advertising committee was discussed for four lower and adouted port of the advertising committee was discussed for four hours and adopted as a whole. A plan of thorough and extensive advertising of the resources of the valley was agreed upon. A mammoth edition of 35,000 copies of Sunset, to be known as the 'San Joaquin Valley edition," and containing thirty pages of engravings and descriptive matter, will be ready for distribution in February next. The expense of publishing this edition will be about \$1,500, of which amount the Southern Pacific will contribute all but \$500, and will circulate 15,000 copies gratuitously through its agencies, the remaining 20,000 copies to be circulated remaining 20,000 copies to be circulated remaining 20,000 copies to be circulated by the association. Advertisements calling attention of the public were ordered inserted in the *Inter Ocean* and Journal of Chicago, Enquirer of Cincinnati, news of Indianapolis, St. Louis Journal of Chicago, Enguirer of Cincinnati, Lews of Indianapolis, St. Louis Republic, Kansas City Star, World-Herald and Bee of Omaha, Pioneer Press of St. Paul, Courier-Journal of Louisville, Rocky Mountain News of Denver, Galveston News, New York World, Boston Herald, Atlanta Constitution, I hlfadelphia Ledger and the Toronto World. A committee was appointed to confer with the railroad companies relative to having an excursion direct to the valley from Eastern points for a few days during March or April next at an extremely low rate. One or more competent lecturers with excursion. The secretary reported that nearly every county had paid the first call of \$60 per county. A second call of \$250 was made on the several counties for the purpose of carrying out the plan of advertising as agreed upon. Star, Wornsha, Pioneer

HARD LUCK.

The National Stockman and Farmer of Pittsburg utters this pathetic plaint: Simeon Smith, Smithdale, Ohio, who advertised his sheep in our paper one year ago, writes us as follows:

"From previous advertisement in the National Stockman and Farmer we, have sold all the sheep we can spare this season, and that, too, before it is time to advertise."

What chance to make money have the publishers of a paper that brings such results? The National Stockman and Farmer

THE DAIMLER ADVERTISING.

HOW THE FAMOUS MOTOR IS BROUGHT TO PUBLIC ATTENTION.

Capt. E. B. Raynor, for thirteen years a builder of launches, and as well posted on such matters as any man in the line, is the sales representative of the Daimler Manufacturing Company, of Steinway, Long Island, New York. As such he revolves between the factories of the concern and their New York office, 169 Broadway. The representative of PRINTERS' INK was fortunate, on a recent visit thither, not only to find the captain in, but able and willing to give him a little time.

"The Daimler Manufacturing Company," said the captain, "is the suc-

Yachtsmen = 1 making the selection of Power for a .. Question of Quality ... can decide only on the aimler Motore We can prove this, and invite inves-rigations and comparisons. Motors from 1 to 50 horse power.

Boats in all sizes and types, from a 16-ft. Tender to a 125-ft. Yacht.

ologue address

LARRACER cessor of the Daimler Motor Company, manufacturers of motors for many purposes. They are best known for the motors which they supply for launches and water craft. The original company was owned and controlled by the late William Steinway. Daimler motors had been manufactured in Germany for many years, and are in fact the oldest and most successful gasoline motors in the world-unquestioned European favorites. Mr. Steinway saw the opportunity, and in 1892 the company he organized began operating here. Its success has been phenomenal, we have all American and Canadian due in great part to the liberal adver- rights; have quite a market in South tising which was done."

DAIMLER MANUFACTURING CO. my Avenue, . . . Long Island City, N. Y

or 189-171 Broadway, New York City.

"What methods have you employed in advertising?"

"Almost all of them, I may say. Our motor, not being a cheap one, has little competition. But our advertising has been a continuous campaign of education, so that through it we have been enabled to create a market where none had existed."

"What publications did you adver-

tise in?"

"The very best in each class. In the magazines our list embraced Harper's, the Century, Scribner's, Munsey's, and McClure's. These were by no means all, however. Then we were in such as Outing, the Sportsman's Magasine and most of their class. Cassier's and such technical ones, too, we gave a share of our patronage. The Ladies' Home Journal and Youth's Companion we often favored because of their general excellence. We never took space in religious or fashion periodicals, but we did in a number of theatrical programmes. We did also in a few selected financial papers, Puck, Judge and Truth we found to be pretty efficient, and we took considerable space in many occasional publications and programmes, such as those for the Horse Show and the Sportsman's Show. I couldn't begin to tell you, and I haven't the time to look up the data, of one-half the publications we have been in."

"How about the New York dailies?" "We were in the Herald steadily throughout one year, and in the Evening Post and Commercial Advertiser occasionally. Sometimes, too, we went into the Brooklyn Times."

" How did you come to select that?" " Because of their energetic solicitation."

"Did you run to reading notices?" "Yes, in the dailies. We believe in them, the straight kind-three stars or adv.-short ones and to the point. Our magazine space varies greatlyquarter-pages, half-pages and even full ones. But we do not exact position."

"I suppose you spread yourselves in spring?"

"By no means. We have no season - just as much demand for our goods in winter as in summer. We cater to the rich, and they cruise around Florida and in Southern waters during our cold season. Besides, American countries, and now have a

line of our motors running at Havana."

"Do you key your ads, captain?"

"We do; but I can give you no information at the moment on that phase."

"Do you circularize?"

"Only in answer to inquiries."

"What do you do with inquiries?" "Send catalogues, testimonials, advertising literature of all kinds and a strong personal letter. If that doesn't fetch results we desist, for our experience tells us the inquirer is looking for something cheaper.

"Do you employ car cards?"

"Not as yet; but we are making our preparations at present to begin an active campaign of these and also of dead walls. J. W. SCHWARTZ.

THE VALUE OF A GOOD NAME.

The Corbin Cabinet Lock Company of New Britain, Conn., in-"monthly troduce their current letter to friends in the trade the following interesting talk .

"A good name is rat. er to be chosen than great riches," says Solomon, and no better proof of the fact that human nature remains unchanged through the ages can be found than in the way in which this and other of the precepts of the ancients fit in the life of the present day. Who is there who does not realize the force of the old adage quoted, and where is the man who will not enared as his most valuable asset. not guard as his most valuable asset his commercial reputation? The houses his commercial reputation? The houses that are held in highest esteem are those whose yea is yea and whose may is nay, and who hold as a thing sacred the honor of their dealings, rendering to the uttermost farthing, even when they are as scrupulous in their exactions. It is the prevalence of honor in trade, and the recognition of the worth of a good name, that enables us to substitute individual checks and bank drafts for Uncle Sam's currency and that forms the basis of the credit system; and it is this that has injected ence called confidence. A good name there worked. When a business man usee his fair fame as a spur to the attainment worked. When a business man uses his fair fame as a spur to the attainment of a still higher commercial standard it is a blessing to those with whom he has to do. When he prostitutes it to the getting of undue profit, whether by relying upon his reputation to float inferior wares, or by charging more for his goods than they are intrinsically worth, because they bear his trade-mark, he sooner or later sinks in commercial importance and esteem. The rule to "furnish something a little better than the other fellow for the same money" has been the guiding principle in the Corbin works ever since the establishment of the business, over fifty years ago, and perhaps has been, as much as any other one thing, the cause of the growth of the business to its present proportions. It is as rigidly adhered to as it was in the days when a modest dwelling formed the factory, with a solitary horse on a tread mill for its power plant, and the principal assets were high hopes and an untarnished name.

BARGAIN HUNTERS.

"Did you ever notice the manner of a man and a woman at a bargain counter?" asked a shoc clerk. "I have read Dickens, George Sands, Ouida and many other popular authors," he went on, "and have often wondered how they missed that side of a woman's nature to be seen at a bargain counter. I don't refer to servant girls and mechanics' wives in particular, but to the sex as a sex. Now and then you find a bargain-hunter among men, but every woman, from highest to lowest, from richest to poorest, is a bargain-hunter. That's why the bargain-counter continues to flourish. When a woman starts out on a shopping tour she may buy fifteen cents' or fifty dollars' worth of goods. She calculates to see everything, paw over everything and use up the afternoon. It's altogether coming down to business with her, and in spite of all you may have read about her, a woman can do business after a business fashion when she is driven to it. Any dealer will tell you that on most goods he would rather have ten women than women than "Did you ever notice the manner of dealer will tell you that on most goods he would rather have ten women than thirty men at the sale. Few men ever see a bargain in anything offered at a bargain sale. Almost everything on the counter is a bargain to a woman. At least, she is ready to make two or three overhaulings of everything there."—Shoe and Leather Facts.



DR. THACHER'S Magnetic Insoles

are filled with groutine magneta which incre-circulation of the blood in the feet and flinb keeping them. as well as the entire body. They never fall to cure cold feet. If they return them and get your money back. Send one follar today before you forget, to number of your shoe and receive a pair by postpaid. Marle for men, womes and child Children's Insoles half price.

AN ADVERTISEMENT THAT TELLS ITS STORY

AT A GLANCE.



HAS MORE READERS
IN GREATER NEW YORK
THAN
ANY OTHER NEWSPAPER
AND A
LARGER NUMBER
OF FIRST-CLASS READERS
THAN ALL THE OTHER
NEWSPAPERS PUBLISHED
IN
NEW YORK COMBINED.

TWO MISSIONS.

By Hollis Corbin.

To secure mail orders the mission of an advertisement is to cause the reader to either send in his order, or request for particulars, immediately upon reading it, or else to clip it or make a notation in his memorandum book that will enable him to do so

If the reader does not answer immediately or make immediate provision for doing so later, about the only chance of getting his order lies in subsequent adver-

When he sees the second advertisement he will remember the first one, even though he may not have thought about it in the mean

Therefore, it follows that the best mail-order advertisement is the one that is the most straightforward and explicit and free from witticisms and clauses that can be beneficial only by their grasp upon the reader's memory.

But the advertisement that is intended to send the reader to a store is a different proposition.

Its mission is not only to tell about the goods but to grasp the reader's memory in such a manner that he cannot forget about the goods before he has an opportunity to go to the store.

Therefore, it follows that some of the witticisms and catchphrases which many critics deem superfluous are not superfluous.

Any inoffensive feature of an advertisement that greatly assists the memory is valuable even though it may not in any way assist in making the reader understand the claims set forth and appreciate the merits of the goods.

Dry facts may be too dry with-out a little seasoning.

And these are exactly the reasons why some firms tell us to "see that hump" and that "we are advertised by our loving friends," etc., and why other firms such as Sears, Roebuck & Company and the Fred Macey Company use lots of small type and adhere to plain facts.

The memory, as well as the judgment of the reader, must always be taken into consideration when writing an advertisement that is to bring indirect returns.

Senator Chauncey M. Depew said: "A story goes further than an argument, a joke captures more than a speech.

Emerson said: "A figurative statement arrests attention, and is remembered and repeated."

I do not believe in a very promiscuous use of jokes and figurative statements, etc., in advertising, but I do believe in ignoring many arbitrary theories that seem to say that we should have no sugar in our pie and no gaiety in our business and no ginger in our advertising.

NEWS WITHOUT TYPE.

NEWS WITHOUT TYPE.

To give the news without printing is the purpose of the Stereo Revue, the latest invention in journalism. Three young Frenchmen, Messieurs Benquiet, Bouffar and Pimbert, have realized this original idea in the following manner: From the central office in the rue de Provence photographic reporters are sent out all over Paris and its environs, as well as to the departments and foras well as to the departments and for-eign countries where anything is hapeign countries where anything is hap-nening of general interest to the pub-lic. Each of these reporters is fur-nished with a verascope or instrument for photographing on glass the double negatives necessary for stereopticon slides. The take equally well pictures of street accidents, fires, races, auto-mobile competitions, trials in court, scenes at the theater, etc., etc., and when their supply is complete they re-turn to the office, where the glass nega-tives are retouched and used to make a series of double photographs or trans-parent positive films printed on a single series of double photographs or transparent positive films printed on a single roll, which constitutes one number of the Stereo Revue. Every subscriber receives a small stereoscope on the payment of his first subscription, and twice a month he is sent a roll of from twenty to twenty-five pictures, which he fastens in the stereoscope, and by means of a knob, turns before his eyes, revealing with striking reality scenes of which the newspaper descriptions can give a comparatively meager suggestion. Messieurs Benquiet, Bouffar and Pimbert have so far perfected this gestion. Messieurs Benquiet, Bouffar and Pimbert have so far perfected this process of reporting that, while in reality seated at home with only a delicate modern machine before one, one needs color alone to complete the illusion of being present at diverting, interesting and exciting occurrences in all parts of the world.—Fourth Estate.

GOOD, SENSIBLE PRINTING. GOOD, SENSIBLE FRINTING.
Elaborate styles of printing and binding have their places, but for all practical pur-osses good, sensible every-day
sort of stuff will bring business better
than any other kind if it is properly
written and printed and if it completely
fills the loce in the other its completely fills the place in the advertising cam-paign which is left for it to fill.—Ad-vertising Experience.

Still Increasing:

The remarkable increase in advertising printed in the Commercial Advertiser for many months past is fully sustained by the following showing, October, 1899, compared with October, 1898:

Real Estate - Increase 170%

Publications - Increase 43 "

Financial - Increase 153 "

Dry Goods - Increase 30 "

High-class advertising from representative advertisers in a high-class evening paper read by intelligent men and women—a wellto-do and influential clientele which is constantly increasing. Advertising rates reasonable and invariable.

The Commercial Advertiser
NEW YORK.

"THE APPEAL PERSONAL."

HOW A SALT LAKE CITY MERCHANT ADVERTISES.

The other day a PRINTERS' INK representative met Mr. Aaron Levitt, a shoe retailer of Salt Lake City, Utah. He was in New York to buy goods and look around generally. He expressed astonishment at the vast amount of advertising carried in the New York dailies. On the subject of adver-

tising he said:

"I am a partner in the Davis Shoe Company of Salt Lake City. I think we have the best business of its kind west of Chicago. We are to Salt Lake City what Cammeyer is to New York, but we have no such competition as Cammeyer has here. We advertise all the year round in the two chief local papers—the Tribune and the Herald. Our spaces vary from a few inches to a whole page. We have practically no competitor in the city-that is, nobody that caters to the same high class of trade. We do not stop at newspaper advertising. While we believe in its efficacy we supplement it with what I would call the 'appeal personal.' At the beginning of each season we send personal typewritten letters, under a two-cent stamp, to every lady in the city and suburbs. It is not an unusual thing for us to spend three hundred dollars in stamps for one issue of these letters. We could buy a page in the local paper for \$75-one-fourth of this expenditure. But would we get onefourth the returns? No sirree! Not by a long shot. I tell you that the personal letter is a mighty good thing in advertising. It goes straight home without any pushing. It is absolutely certain of being read, and it depends on the writer whether it is interesting

"A woman thinks a lot of the merchant who will sit down and dictate a personal letter to herself. to tell her of some things he has which will just suit her. She re-gards the information as intended for herself only, and therefore, prizes it the more. If she does not accept the invitation to call that day, or the day after, she is sure to visit the store the first time she is that way.

"We are not believers in the foolish theory that advertising is good that brings people into the store. That is easy enough to do sometimes. Good advertising will do it, but it is still better advertising to satisfy the people by living up to your advertised promises. No person who enters our store is ever allowed to leave it dissatisfied. We cater to the best trade by keeping only the best shoes-we have no use for the cheap kind. Consequently we feel safe in asking the best shoe critics to buy from us.

"Another point. We have a regular staff of about twenty of about twenty These have been salespeople. specially trained by Mr. Davis and myself, and both of us are judges of human nature. The instant a customer comes into our store, we can tell, by their first request, just what kind of a salesman to detail to attend to them. Ever noticed that done in any other store? It's a great trick, I can tell you-fitting the salespeople to the customers.

"In opening a new season we send letters first to the names in the Blue Book-the elite directory. A week later we send the same letters to the middle class peoplethe big guns have in the meantime made their calls and purchases. Then we send the letter out to the wives of the working-classes and in this way we reach all-one at a time-and everybody has a chance to try a pair of our shoes. When the 'four hundred' have had their pick at the best prices. the middle classes get what is left at a reduced rate, and when they are through the poorer women buy the remainder at a lower price still. The good profits are made on the first sales, of course, that is why we can afford to clean up the remainder at a far less price.

TOO HIGHLY COLORED.

"Your narrative is too highly colored," remarked the editor, returning the bulky manuscript. "In what way?" inquired the disappointed author. "Why," replied the editor, "in the very first chapter you make the old man turn purple with rage, the villian turn green with envy, the hero turn white with anger, the heroine turn red with blushes and the coachman turn blue with cold."—Puck.

FOR 22 YEARS

the Democrats of Minnesota have had but one daily and Sunday newspaper, and that is the

ST. PAUL GLOBE

It is also the official organ of the Federation of Woman's Clubs.

Its circulation now exceeds

22,500 Daily-26,000 Sunday

The semi-weekly issue goes to 19,000 thrifty farmers in the Northwest twice a week. You can get mail orders from them for 70c. an inch for two insertions.

We would like to tell you all the facts about our field.

THE GLOBE CO., ST. PAUL, MINN.

Eastern Representative, CHAS. H. EDDY, 10 Spruce St., New York City. Western Representatives, WILLIAMS & LAWRENCE, HARRY FRALICK, Mgr., 87 Washington St., Chicago, Ill.

MAINE DAILIES.

In the State of Maine there are six daily papers having credit in the American Newspaper Directory for average editions exceeding 5.000 copies for each issue. The statements upon which these circulation ratings are based are all regular, definite and certain, duly signed and dated, and in no case has the Directory editor ever heard anybody express a doubt of the absolute reliability of the circulation claimed by the publishers and accorded by the Directory in accordance with the figures sent in. The Little Schoolmaster is unable to name another State where the newspaper men are so ready with facts and so painstak-ing and truthful in their methods of setting them forth. The largest daily circulation in Maine, 7,764 average for a year, belongs to the Bangor News. The second place also is taken by a Bangor newspaper, the Commercial, with an average issue of 7,618 copies. The Lewiston Journal comes third with 7,005 average issues for the year ending with September, 1899. The Journal is pretty commonly credited with being easily the first and best newspaper in Maine, and is the only one to which the Directory editor accords the o* distinguishing mark of peculiar excellence. It may also be noted in favor of the Lewiston paper over those of Bangor, that its circulation statement is brought down to a recent period in 1899, while the Bangor journals have a rating based on reports for 1898, when their issues may have been somewhat swollen by war news. The Bangor News is sold for \$6 a year, the Commercial for \$7. The Lewiston Journal sells for \$6, as do also two of the Portland papers, the Argus and the Press, while the Express, of Portland, making the sixth and last one here considered, is sold for \$5 a year.

The Portland circulations, all based on a report covering the year 1898, are, Eastern Argus, 5,622 average; Press, 5,776 average, and Evening Express, 6,139 copies.

THE LESSON OF HIRES.

What can be accomplished by persistent advertising has an illustration in the success of a product known as Hires' Root Bcer. The formula was the thought of a country druggist in Pennsylvania in 1877. Being without capital at first the manufacturer had only a nominal field. Five or six years ago the projector began advertising, using newspapers, booklets and means upon a large scale, amounting to hundreds of thousands of dollars annually. This year \$10,ooo has been spent for postage alone and a large printing establishment is operated the year round to produce the printed matter used.

Before advertising began the grocers had no use for the goods, the jobbers would not touch it, and the people did not know what it was. Now the product is shipped in car lots and train loads, millions of packages being sold annually. Ninety per cent of the grocery and drug trades of the country handle the goods.

The formula, of course, had merit, but it was brought to public notice by distinctive aggressive, truthful advertising. Otherwise the druggist would have had the pleasure of supplying his immediate neighbors, and there the industry would have ended instead of, as now, having a manufacturing plant covering twenty acres near the city of Philadel-phia, on the main line of the Pennsylvania railroad.

There is no business that will not be given a wonderful impetus by advertising.-St. Paul (Minn.) Trade Journal.

KEYING.

REYING.

It is to the interest of publishers of mediums of value to have advertisers universally adopt the key system, for in that way there would be a much needed weeding out of publications that now exist through the grace of users of space who make no efforts to trace results.—Agricultural Advertising.

^{*} This mark, familiarly known as the bulls eye (10), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated advertisers value the paper so designated more for the class and quality of its circulation tann for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (
)

A NOTABLE ISSUE.

(From The Buffalo Enquirer, Monday, Dec. 19, 1899.)

ALL RECORDS BROKEN.

On .Sunday a year ago the COURIER surpassed all its rivals in the Sunday newspaper field, both in the excellence of its issue and in the amount of advertising matter which it contained. A year ago the Christmas number of the SUNDAY COURIER contained TWO THOUSAND TWO HUNDRED AND EIGHTY-TWO inches of advertisements. This was a record which before that had not been approached.

Yesterday the great Christmas number contained exactly THREE THOUSAND FIVE HUNDRED AND FIFTY-FOUR inches.

This shows the extraordinary gain of ONE THOUSAND TWO HUNDRED AND SEVENTY-TWO inches over what had hitherto been an unprecedented display of advertising for a single issue of a Buffalo newspaper.

Yesterday the COURIER'S advertising, figured in columns, reached the total of 162 columns.

The *Times* contained 72 columns. The *Express* contained 66 columns. The *News* contained 19 columns.

Total advertising of other Sunday papers combined, 157 columns—or FIVE COLUMNS LESS THAN THE SUNDAY COURLER'S TOTAL.

We call the attention of Enquirer readers to this fact as an indication of the decisive victory which the SUNDAY COURIER has achieved in its special field. Three years ago the Sunday Express was the leading Sunday newspaper in this part of the United States. To-day it has been supplanted by the SUNDAY COURIER, and it is struggling unsuccessfully with the Times and News for second place, as is conclusively proven by the relative advertising patronage of the local papers.

The secret of the COURIER'S success as of the *Enquirer's* has been merit and enterprise as a newspaper and an honest and fearless service of the public as an organ of criticism and opinion. The Sunday Courier's great forty-page edition of yesterday fittingly marks the climax of achievement in local newspaper enterprise and is an assurance of further progress and development.

J. E. VAN DOREN SPECIAL AGENCY.

PUBLISHERS' DIRECT REPRESENTATIVES.

Tribune Bldg., New York.

Boyce Building, Chicago,

THE PIERCE ADVERTISING CRITICISED.

A recent issue of the American Druggist and Pharmaceutical Record makes the following interesting criticisms of some of Dr. Pierce's latest advertising:

However much I personally like and respect Dr. R. V. Pierce as a golden medical discoverer and a man, there is one thing about his advertising which is a serious annoyance to me, for it is ethically bad and economically worse. Listen to him in one of his recent advertisements: "The old saying that a man who is naked can't give away his shirt is only another way of saying man who is naked can't give away his shirt, is only another way of saying that you can't give away free medical advice or any other kind of medical advice if you haven't got a medical education and a certificate to the fact in the form of a diploma. And in this particular a woman has no more privilege than a man. She can't give medical advice without medical education and medical knowledge." Oh, doctor, doctor, bethink you of the effect of such words upon the public, if no higher thought possess you. They advertise the fact that you are afraid of the competition of some woman who gives the fact that you are afraid of the com-petition of some woman who gives "medical advice." You stimulate the public curiosity about her. Presently, when her advertisement is found, it is carefully read to see what she may have to say about you. Lo, and behold! like a pearl among women, she has no retort to make. She occupies the invulnerable position of minding her own business and paying no heed to yours. The public find that comfortable and pleas-ant, and they like her for it. You, on the other hand seem ungracious, soured and disappointed, as though your diant, and they like her for it. You, on the other hand seem ungracious, soured and disapoointed, as though your diploma had proved too rich and wasn't agreeing with you. Further, the suspicion is apt to enter in and linger, that the "woman" who "has no more privilege than a man" has yet more business. Advertising one's competitors in any way is bad policy from whatever point it is viewed. There is one other thing in this advertisement which, coming from a decent, dignified doctor with a diploma, is a little too self-satisfied to be satisfying. "Do not forget that there is just as much difference in doctors as in artists. Every little town has its artist who draws and paints. But these artists generally paint copies of the works of great artists like Millet. There was only one Millet." The inference is plain that as Millet is to other artists, so is Dr. R. V. Pierce to other physicians. There is surely no greater advertising blunder-committable than to suppose that the gublic has no discernment. public has no discernment.

THE ADVERTISING AGENCY.

The mission of the advertising agency is twofold—in the first place it brings business to the publisher, which he would not otherwise receive; in the second place, it so handles that business, so prepares the copy, so looks after the advertiser's interests, that the advertising pays, and this we insist is as much to the publisher's interests as to the advertiser's.—Marco Morrow. the advertiser's .- Marco Morrow.

ATLANTIC CITY PUBLICITY.

The following from a recent issue of the Atlantic City (N. J.) Press gives an inkling of how Atlantic City keeps itself before the public eye:
A letter from Mr. John C. Benson, who is in charge of the traveling bureau, extent that heavest with surepusified eye.

who is in charge of the traveling bureau, states that he met with unqualified success in Pittsburg, the first city visited. Headquarters were opened at the Hotel Schenley, one of the leading hostelries of that city. The big pictures of Atlantic City hotels and beach scenes, with which the bureau is equipped, were tastefully arranged in one of the parlors of the hotel and attracted so much attention that Mr. Benson was kept busy answering the questions of visitors. Several hundred invitations to call at the bureau were mailed to prominent citizens of the Smoky City and the response was gratifying. In addition Mr. Benson came into contact with many prominent people from the western sec-Benson came into contact with many rominent people from the western section of Pennsylvania who were in attendance at the Pittsburg Horse Show, which was held last week. He had an excellent opportunity to meet these people, his headquarters being in the same hotel as the headquarters of the Horse Show Association. He distributed booklets and other advertising matter enough to fill a large trunk, and there is no doubt that Atlantic City will feel the effects of his efforts.

ADVERTISING OUR CORN.

ADVERTISING OUR CORN.
One of the most abundant products
of the United States, corn, is to be
advertised specially by Commissioner
Peck at the Paris Exposition. A "corn
kitchen" will be established at the expense of the American treasury. In
it will be cooked and sold varieties of
table bread and pastry made from
maize.—Providence (R. I.) Bulletin.

ILLUSTRATED TESTIMONIAL



DEAR SIR-ON MY RECENT TRIP ACROSS THE ATLANTIC I TRIED YOUR REMEDY FOR SEASICKNESS. BELIEVE ME, IT IS OUT OF SIGHT. RESP., ETC.

SELF ADVERTISING.

Newspaperdom suggests that the country newspaper should advertise for advertising in its own columns, and gives the following as specimens of what might be made available. They are given here for what they may be worth:

If you have a sign over your door you are an advertiser. You can't carry everybody to your sign, but the Blank-

It you have a sign over your door you are an advertiser. You can't carry everybody to your sign, but the Blankville Blanke can carry your sign to the people of this city. Persistent publicity is the price of business prosperity. An advertisement does not sell the goods, but it helps the seller to sell them. "When times are dull and people are not advertising," says John Wanamaker, "is the very time that advertising should be the heaviest." Such is the advice given by America's merchant prince. Some traders say it doesn't pay to advertise. They think they know more than Wanamaker. That's where they make a big mistake. Wanamaker's advertising has made him rich and famous. Wanamaker's methods on a smaller scale would be as good in Blankville as they are in New York or Philadelphia. Turn over a new leaf and advertise in the Blankville Blanke. Did you ever think of it? "Every newspaper reader is a buyer." If you have anything to sell, the people will not know it unless you advertise. Talk to Blankville people through an ad in the Evening Blanke.

The daily newspaper in every city is always the best advertising medium. If you want results, put your ad in the Blankville Evening Blanke—the people's paper. If you don't want any more trade, don't ask for it. The people will undoubtedly accommodate you by staying away from your store.

Nearly 10,000 people read the Blank-

undoubtedly accommodate you by staying away from your store. Nearly 10,000 people read the Blank-ville Evening Blanke last week. Did you have 10,000 customers? People are reading the Blanke who might be induced to visit your store if you saw int to attract their attention by advertising in the "little daily." The people are here, and they are buying goods somewhere. If you are not getting your share of trade, it isn't our fault. This is no joke. People keep on eating and drinking in summer time. They wear clothes—not so many, per They wear clothes—not so many, per

eating and drinking in summer time. They wear clothes—not so many, perhaps, but more changes—in summer. They also buy goods. The merchant who advertises seasonable goods at right prices finds his trade holding on remarkably well. How is it with you? Are you cetting your share of this midsummer trade? The live dealer, who keeps his name and business prominently before the public eye, is the one who attracts trade. That's natural. People don't hunt for stores in a cemetery. Make it easy for them to find your store, and give them some good reason for trading with you. Put a plain, catchy advertisement in the Blankville Evening Blanke, where advertising space is worth more than it costs. Every reader is a buyer.

Ir advertising is worth doing at all, it is worth doing well.

THE SATURDAY EVENING POST

Is the missing link between the daily newspapers and the monthly magazine, caters to the intelligent class of society. It has a specially good reputation for a strong editorial page, and having the best writers obtainable, appeals to people of culture, who have means to afford the best in literature. For \$1.00 a line you secure a very select audience of 200,000 people every week, and a position near reading matter, where your announcement is sure to be seen.

You can supplement your monthly advertisement by insertion SATURDAY EVENING POST in the middle of the month. and by change of copy you strengthen your monthly announcement, and reach a large number of new readers. and at moderate cost.

One thousand subscribers a day is our present increase in circulation (Oct. 31, '99).

THE CURTIS PUBLISHING CO. PHILADELPHIA

THE ORIGIN OF THE NEWS-PAPER.

In the Leipzig Daheim, Ernst Niemann has an interesting study of the origin of the newspaper, says the Nation. The well-known Acta Diurna in Rome in the time of Cæsar has no historical connection whatever with latter-day newspaperdom. Modern journal-ism is not of Roman but chiefly of Germanic origin. In fact, what are now newspapers are really only developments of a kind of circulating letters which, in the fourteenth and fifteenth centuries, passed between business houses principally in the interests of trade. These "Zeitungen," or "Tidinge," were written but not printed. In the greater centers of population were found men who made it their occupation to send out these reports, usually to busi-ness houses, but often also to political and other authorities. Of the famous Fugger Zeitung, twenty-eight volumes are preserved in the University library at Heidelberg. These written circular letters, both "ordinari" and "extraordinari," as occasion requir-ed, became almost a regular institution as the postal system became generally introduced. Probably the strangest thing in connection with the history of journalism is the fact that it was exceedingly slow to make use of the art of printing for its pur-poses. Indeed, almost the whole sixteenth century had passed before this innovation was thought of, although, during the Refor-mation period, questions of public prominence were brought before the people in countless tracts, pamphlets, etc., often with il-lustrations, but never in the shape of a regularly printed periodical. The transition to this stage was caused by the publication in 1583 of the Relatio Historica by Michael von Aitzing, of Cologne, the success of whose printed account of a Cologne church con-troversy first suggested the idea of publishing every sixth month, at the time of the Frankfort Messe, a general report of the news. This undertaking soon stimulated rival enterprises. Niemann is convinced that all efforts to deny to the Germans the honor of having originated the modern newspaper must fail in the light of unprejudiced research. The oldest venture of this kind, however, is not, as has been generally supposed, the Frankfort Journal, but a certain Relation, which appeared probably in Strassburg, and fifty-two numbers of which, dating from the year 1609, are still held in Heidelberg. The Journal was not published till 1615, the first English paper, the Weekly News, in 1622, and the first French journal in 1630.

A SHATTERED IDEA.

The idea that any one can successfully go into a mail order business, that all the necessary requisite is a desk, a few catalogues and some advertising, has been ruthlessly shattered. Men must be adapted to the mail order business, like to any other calling, must be good correspondents as well as students of human nature. They must be able to judge what goods appeal best to prospective customers, and be able to advertise their selection properly to be effective.—Mail Order Journal.



TRUSTS AND ADVERTISING

By Emerson P. Harris.

If competition were the prime cause of advertising, as some economists, most trust promoters and all Socialists contend, it would be time for the publishers and advertising agents to look for

new jobs.

But competition is not the prime cause of advertising. Advertising is a necessary device in the modern system of distributing goods, a system by which selling can be done with far less expense than in any other way. The hardest part of distributing merchandise is the distribution of the information which must precede the selling. This distribution of intelligence, the advertisement with its announcement, elucidation, argument and iteration, performs to the best advantage. It is a necessary work, which but for the ad must be done by more expensive and less efficient means.

What the automatic machine is to manufacturing goods, that the advertisement is to selling them, and as the machine thrives best where production is most highly organized and carried on on the larger scale, so advertising will be most extensively employed where distribution is most highly developed. The amount of advertising called for in selling goods is related not to the number of concerns selling, but to the amount of the output. The trust will have no more incentive for abandoning the modern selling machine than throwing out the most improved machinery.

No tendency is more marked in

modern merchandising than that toward the production of special brands; marks which shall be a guaranty of quality. The normal pure food law is the law of the special brand. Advertising is absolutely necessary to the special brand. The special brand with the advertisement is the vehicle by which the producer now seeks to reach the consumer direct.

The printing press is doing by steam through the advertisement what was formerly done orally by the merchant's clerk. The advertisement speaks to millions, whereas the salesman talked to an audience of one. There is vast economy in printing this

necessary information.

The trust may temporarily withdraw all its advertisements under the misapprehension that its customers must come to it, but the fact soon develops that modern business is an aggressive thing, and no trust is so independent that it need not seek its customers to the extent of informing them about its product.

Advertising is the motive power by which modern selling in any branch is kept up with the procession, and there will always be enough competition, active or possible, to impel the use of the best device, which in the matter of selling goods is the adver-

THE MOST EFFECTIVE WAY. THE MOST EFFECTIVE WAY. Newspaper advertising is the most effective way of informing the public of what men have to sell. There are many other devices, but none compare with it in reaching the eyes of the people. In no other possible way can the merchant reach so many persons with so small an expenditure of cash.—Allentown (Pa.) News.

Samuel Control of the The Independent 1900

"It prints more contributions from the ablest writers than any other paper in the United States."

This explains its value to advertisers of the better class, The INDEPENDENT readers want the best and are willing to pay for it.

Rates upon application.

- - 130 Fulton St., New York. THE INDEPENDENT,

Banananananananananananan

WINDOW TRIMS AND AD-VERTISING.

It is a strange fact that generally the poor advertisers are the ones who have the poor window displays. The faults are identical in one respect, and that is crowd-This is almost a universal error in both window dressing and advertising. Some window displays a person sees are nothing but a jumbled lot of goods. The eye cannot take in everything at a passing glance, and it is almost impossible to see one certain article out of so many. Simplicity in window dressing is that which makes some one thing stand out strongly. Make your window trims so people will know all about one simple article and will not have just a suspicion of what it is like, as they will if your window is a jumbling mass. Another fault, which is common, is the indiscriminate use of mirrors. Many good displays have been spoiled on account of bad judgment in placing mirrors. They will throw a display into confusion quicker than anything else. There is no rule which can govern the placing of these-you have to use your judgment. After your mirrors are placed in the window step outside and see for yourself whether or not they will spoil the display. Window trimming and adver-

tising are alike in many respects. Just as one article should be advertised at a time, so only one line should be used in a window display. In each display there should be one particular article bettermore attractive than all the restwhich should be made to stand

forth in prominence among the other articles as the moon stands out among the other planets on a clear night. This one article should be to your window what your headings are to your advertisements. It should attract and hold the attention until the mind decides to read or look farther along.-The Keystone.

AN ADVERTISING FABLE.

Once upon a time there was a smart man who said: "I must do some advertising in order to become wealthy and respected. know it pays to advertise a good article. As soon as I get something that I know is a sure winner I will go ahead and push it."

Accordingly, the smart man started out to find an article that was first-class. As he went about he saw many articles, but none was quite up to the mark. Finally the man went around the world and came back to the starting point still looking.

"By George!" he said disgust-edly, "the good things all seem to be taken." He looked at a biscuit he happened to have in his hand. "The people need bis-cuits," he said. "I'll advertise it." And he did. The whole world knows the story.

Moral: Good advertising will sell even an ordinary article.

LA FAYETTE PARKS.

TRUE ENOUGH.

The advertiser who takes big space in standard publications stands a much better chance of being a winner than any other advertiser, provided, of course, he uses the space wisely and has the nerve and the capital to keep it up until the advertising has a chance to do its full, perfect work.—Patent Record.

At this office, No. 10 Spruce Street, New York, the Geo. P. Rowell Advertising Agency keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to

Receive and Forward Advertisements

at the same rate demanded by the publishers and is at all times ready to exhibit copies and quote prices,

AMONG THE AGENCIES.

From the Publishers' Guide. The Emerson Shoe Company will use

large space in magazines through the W. C. Lewis Agency, of Boston, Mass., Pettingill & Company, Boston, Mass., are using dailies in placing the advertisements of the Sloan Limment. The New York office of the Chas. H.

Fuller Agency is placing the advertising of Allison & Langston's Jointed Um-

The advertising of Malt Breakfast Food will be placed by the Frank B. Stevens Company, Boston, Mass. Charles H. Fuller's Advertising Agency's New York office is placing advertisements of Francis Truth, "Divine Healer," in New England dailies. The Southern Remedy Company, of Philadelphia, is putting out some ex-

The Southern Remedy Company, or Philadelphia, is putting out some extensive advertising in the Sunday papers through the Pettingill Boston office. It is rumored that the Salvacea advertising is to be resumed. It will be handled by the E. N. Erickson Agency of New York.

of New York.
The Alfred Gratz Advertising Agency,
Philadelphia, Pa., 1010 Chestnut street, Philadelphia, Pa., places the Garrick Club Whisky adver-

Armour Bros., Chicago, Ill., have been placing through the Lord & Thomas Chicago Agency larger contracts with New York magazines.

New York magazines.

The George G. Powning Agency, of New Haven, Conn., is placing an attractive ad for the National Medicine Company. This agency also handles the Great Southern Soap Company's advertising, of Oak Park, III.

The California Fig Syrup advertising is handled by the Golden Gate Advertising Agency, of San Francisco.

Proctor & Collier's Chicago office is handling contracts for the Yale Camera Manufacturing Company.

Manufacturing Company.
William M. T. Sherwood, Fisher
Building, Chicago, is establishing an advertising agency under the name of the

American Advertising Agency.
Mr. E. B. Lee, for the past two years with R. & G. Ingersoll, New York City, has accepted the position of inside manager of the J. F. Hackstaff Advertising

Agency.
The J. F. Hackstaff The J. F. Hackstaff Advertising Agency is so crowded with orders that night work is necessary, and all hands were obliged to attend to business even

were obliged to attend to business even on election day.

N. W. Ayer & Son are sending out page ads to one hundred publications on behalf of the Buckeye Incubator Company of Springfield, O.

The New Berlin Discovery business will be placed by William B. Curtis, of Boston. Large space will be used.

W. W. Smith, a publisher of Leipsic, O., has lately taken up the general advertising agency business, and it is

O., has lately taken up the general advertising agency business, and it is claimed that he will place the advertising of the Peruna Medicine Company.

Milton J. Fecheimer, advertising agent, 33 Park Row, New York, is placing a small financial advertisement for John H. Kimball & Co., 50 Broadway, New York City.

N. W. Ayer & Son, of Philadelphia, are handling Williams' Ivorine Washing Powder ads in dailies and weeklies.

The Fisher Medical Company, of Roxbury, Mass., who have been out of the papers for several years, have plac-

ed some business in a small list of desirable mediums through the J. W. Barber Agency (George H. Pierce, manager), Boston, Mass.
Ceylon and India Tea ads are being placed by Fred C. Williams, of the Downing Building, New York.
The Holtim Medical Company is placing considerable advertising through

Downing Building placing considerable advertising through Frank Smith, of the Times Building, New York.

The Hunyadi Water advertising is going out through the W. H. H. Hull-Agency, Tribune Building, New York.

City.

Ci

are sending out new contracts for Lakin's Hedake Kolone advertising. W. W. Sharpe & Company, Advertising Agents, are handling the advertising of Davis Collamore & Company, New York.

New York.

The Peabody Medical Institute of Boston. Mass., are using increased space in daily papers, through the A. E. Sproul Advertising Agency, Winthrop Building, Boston, Mass.

J. W. Barber's Advertising Agency is handling the advertising of Meyer Jonasson & Company's new Boston store, and the result is that some very attractive and convincing announcements are appearing in the Boston papers for this concern.

The Norfolk and New Brunswick Hosiery Company is to be congratulated upon the complete way in which it has

upon the complete way in which it has broken away from the stereotyped form of underwear advertising which has been in vogue for a number of years. Its advertisements this year have been exceedingly artistic and attractive, and exceedingly artistic and attractive, and far in advance of the previously much-used and much-abused form of adversing in this class. The Frank Presbury Company, New York, has charge bury Company, of their advertising.

Some extra space orders for the Franco-American Chemical Company, of Montreal (Dr. Coderre's Red Pills), are being sent out by the Nassau Advertising Agency, Temple Court Building,

being sent out by the vassau avertising Agency, Temple Court Building, New York City.

The Pettingill & Company Agency, Boston, Mass., place several lines of desirable financial and book advertising, viz.: Corey, Milken & Company, E. B. Hall's edition of Balzac.

E. B. Hall's edition of Balzac.

The advertising of the Lester H. Greene Company (Greene's Warranted Syrup of Tar), of Montpelier, Vt., formerly placed through the defunct Farrar & Barlow Agency, of Burlington, Vt., is this year handled by Pettingill & Company, Boston, Mass.

Thorndike & Hix's Gold Coin Mince Meat is placed through Pettingill & Company, Boston, Mass.

SHOCKS THEM.

Office of
ROLLIN C. AYERS,
Writer and Designer of Advertising,
Examiner Building,
San Francisco, Dec. 9, 1899.
Editor of PRINTERS' INK:
The following is taken from a late
copy of the German publication, Jugend.
The illustration even shocks us out

The illustration even shocks us out



here in the "wooly west." What is PRINTERS' INK's opinion of such adver-tising? Yours respectfully, ROLLIN C. AYERS.

AN APPEAL TO HONOR.

HARMONY, Minn., Dec. 18, 1899. Editor of PRINTERS' INK:

I am considering publishing a com-plete list of the personal property tax payers of the Northwest and the amount of each. It will cost about 75 cents per thousand names to publish them. Is of each. It will cost about 75 cents per thousand names to publish them. Is there a direct market anywhere in the world for such up-to-date lists and are there any advertisers that will patronize such a publication and pay rates in proportion to value? These are lists that rich and poor are pleased to see and read and compare and talk over in their homes. You are accused of doing all in your power at all times, and under all circumstances, to injure the country publisher's prospects of ever becoming anything better than a slave or a vagabond. Have you the honor and courage to publish this and tell advertisers of the world what there is good about it and what there is bad?

Yours truly, DAN GAGEN.

Publisher Harmony, News, Harmony,

IT WAS DICKENS.

New York, Dec. 23, 1899. Editor of Printers' Ink: Who was it who wrote the following:

"If I had an enemy whom I hated—which Heaven forbid!—and if I knew of something that sat heavy on his conscience, I think I would introduce conscience, I think I would introduce that something into a posting bill, and place a large impression into the hands of an active sticker. I can scarcely imagine a more terrible revenge. I should haunt him by this means by night and by day."

R. E. Turner.

A CHICAGOAN WONDERS. The New York Herald still carries on its editorial page the assurance that it has its largest circulation in the United States. Why such a silly assertion is constantly published is one of the many things hard to understand.—Mail Order Journal. Mail Order Journal,

ONE ADWRITER'S IDEA. NEW YORK, Dec. 20, 1899. Editor of PRINTERS' INK:

PRINTERS' INE, December 20, makes mention of the advertisement writer mention of the advertisement writer who is likely to find himself run out of ideas from constant writing for the same firm and suggests an exchange of ideas among business writers. I don't believe it possible for any man to run out of ideas who will continue to keep himself posted upon what the other fellows are doing and saying. A onner tenows are doing and saying. A mere word, a mere sentence is often an inspiration for the man of keen perception. I believe that the drudgery and insignificant small matters that are placed in the pathway of many advertisement writers in most responsible for placed in the pathway of many advertisement writers is most responsible for him getting into such a state of mind. These all tend to dull the workings of a man's brain more thoroughly than the supposition that he is running out of ideas. Such, however, is only the idea of Yours truly, BYRON W. ORR. Advt. Manager Rothenberg & Co., N. Y.

ALUMINUM.

Office of
"THE VALLEY CENTER INDEX,"
VALLEY CENTER, Kan., Dec. 16, 1899.
Editor of PRINTERS' INK:

Will you kindly give me the address the firm handling the aluminum rd cases and cards, and where, in card cases and cards, and where, in your judgment, I could secure them the cheapest? Thanking you in advance Thanking you in advance truly, S. C. TIMMORS.

Try the New York Aluminum Company, 350 Plane street, Newark, N. J.

A GROCER'S WINDOW.

A correspondent of the Grocery
World sends to that publication the fol-

World sends to that publication the fol-lowing description of a Scranton (Pa.) grocer's window: A display in the window of Mr. J. W. Rittenhouse, the grocer, advertised Gold Dust soap powder and other prod-ucts of the same manufacturer. In the ucts of the same manufacturer. In the main part of the window is placed a mechanical darkey, with jolly face and movable eyes. On different days this darkey is dressed in different costumes, appearing as a demonstrator of the various products made by the manufacturers of Gold Dust powder. One day he was dressed as a chef, demonstrating doughnuts made from Cottolene, the next as a plantation darkey, showing the work of scouring soap, and so on. In the other side of the window appears a miniature ore mill, sur so on. In the other side of the window appears a miniature ore mill, surrounded by piles of gold bullion, and turning out a constant stream of gold dust. The power for this is supplied by a mill wheel, turned by a mountain stream. This display is particularly realistic. The balance of the window space was filled with handsome bronzed signs, and with the premium pictures given away by the manufacturers of the products displayed. During the days I was in Scranton the displays, which were changed every day, attracted great attention. ed great attention.

Boll down what you have to say to the fewest possible words that will tell your story clearly and intelligently. Then you can use clear, bold type that will attract attention and be easy to read .- Bates.

NOTES.

COLUMBUS, Ohio, has an advertising agents' association said to be the only organization of its kind in the country. National Advertiser.

Among the business men of the United States no paper is considered the higher authority on advertising than PRINTERS' INE.—Spokane (Wash.) Chronicle.

e Omaha (Neb.) News of Dec. says that the Scripps-McRae THE Omaha League newspapers have, within the past eight months, refused \$100,000 of objectionable advertising.

objectionable advertising.

The Rochester, N. Y., Dental Society on December 19th passed a resolution prohibiting a dentist from joining the society after having advertised in the papers.—Rochester Post-Express.

The Springfield (Mass.) Republican of December 17th contains a report of a speech on 'Old Time Advertising Methods,' delivered by Edward Branch Lyman at a recent meeting of the Pocumtuck Valley Memorial Society at Deerfield. the Pocumtuck V

A CLOTHING house in Green Bay, Wis., prints in its page advertisement coupons for various amounts ranging from 25 cents to \$1, which when presented are accepted as cash in payment of goods, provided the purchase amounts to ten times the amount of the coupon presented.

IN the Boston Herald of December 5th the Resilia Shoe Company of that city has a full page advertisement of its ventilated shoe, which is worth reading by every student of advertising who wishes to see how skilfully a new thing may be described in a business ann uncement.

THE Woman's National Sabbath Alliance are about to send a letter to de-partment stores in New York City, repartment stores in New York City, re-spectfully requesting them not to ad-vertise in Sunday newspapers, and a list of establishments who do not do this will, it is said, be posted at the office of the alliance—Baltimore (Md.) Sun. Agricultural Advertising recently asked a number of retail implement dealers their opinion of the value to them. as dealers, of the general adver-

them, as dealers, of the general adver-tising of farm implements by the manuflaturers in the agricultural press. Without exception the dealers replied that they value it highly; the advertising helps them sell goods.

W. C. BRYANT, publisher of the Brooklyn Times, did a graceful act when he presented the entire illustrated Christmas edition of that illustrated Christmas edition of that paper to the newsdealers and newsboys who handle it during the year. It was a Christmas present such as every one of the distributors of the Times could appreciate—one which will not be forgotten. The amount of money represented by the gift was considerable, but Colonel Bryant considered that it was money well spent.—Fourth Estate.

was money well spent.—Fourth Estate.

Mrs. LOUISA CASSIDY, 570 Market
street, Newark, has advertised for a
husband. He must be a respectable
bachelor, at least thirty years old and
with a little money. Mrs. Cassidy, who
is a widow, says she is in earnest and
wants no triflers to answer her advertisement. She obtained her first hus-

band through a newspaper advertise-ment, she says. That was seven years ago, when she was only sixteen years old, and they lived happily until three years ago, when he was killed in a trolley accident in Philadelphia. The success of her first venture has led her to try the same method a second

THE Missouri authorities are vig-orously enforcing the statute against department stores. This law imposes a tax of \$500 on each class of goods handled. This does not apply to firms who restrict themselves to one line. The law covers stores where more than

The law covers stores where more than fifteen persons are employed, and is restricted to cities of more than 100,000 population. Proceedings were begun several weeks ago against Emory Bird Thayer & Company, of Kansas City. The case was heard on an agreed statement of facts, and decided against the current of last will be carried to the company of Law York City.

The Palmetto Soap Company has decided upon an advertising scheme by which it may name a new brand of soap that is being put upon the market. The plan is to have the children offer a name for the soap and bring it, written, to the office of the company. The voter will register the name suggested and leave his or her name. The name must be a short one; not to exgested and leave his or her name. The name must be a short one; not to exceed seven letters, but it may be less than that number. The votes will be put down as received and opposite the name offered will be placed a number. The number will refer to a list of names, so that if a dozen or more people propose the same name, and that is the one selected by the board of judges, the first one who gave that name will be declared the prize winner and will receive a box of the soap and a tendollar gold piece.—Charleston (S. C.) News and Courier.

A BUSINESS PROPOSITION.

To-day advertising to the average business man resolves itself into a simple business proposition. If it shall be employed to increase his business, and, if so, the best way to go about it.—Mail Order Journal.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Hust be handed in one week in advance.

WANTS.

A FIRST-CLASS ad and subscription man, who is also an all-round newspaper man, young, experienced and a husder, would like to hear from any paper needing his services. Address "P. D. Q.," Printers' lik.

I ATE English newspaper proprietor, American experience, wishes European representation of good publication of first-class concern. Commission and expenses. Address "B," 205 Mail and Express Building, New York.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 15 Cedar St., Springfield, Mass.

COMPETENT newspaper man wants place on daily in small city. Fifteen years' experi-ence as editor, reporter, solicitor and general factotum. Sober, knows how to get up early in the morning, and don't watch clock while at work. Address "G. I.," Printers' ink,

HALF-TONES (quality guaranteed), one col. \$1; ½ doz. \$5. Two col. \$2; ½ dos. \$10. Larger, 18c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, C.

DEPARTMENT store advertising manager, at active man, with ten years' experience East, South and West. Correspondence solicited. Specimens of work sent if you write on your office paper. Address "F. S. S.," care Printers' luk.

ORDERS for 5-line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWN-PAFER UNION, 10 Spruce St., New York. This price includes Printers' INE for one year.

MISCELLANEOUS.

FAST seller for mail order firms. ELLSWORTH & CO., 943 Clinton St., Cincinnati, Ohio.

ADVERTISING.

HOW make pay \$30 weekly, my own experience, 25c. "M'G'R," Box 821, Lincoln, Neb.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Onlo.

PUBLICATIONS FOR SALE.

E. P. HARRIS, 150 Nassau Street, N. Y. Sells publishing property exclusively. Want to buy or sell !

CIRCULAR ADVERTISING.

BOYD'S CITY DISPATCH, 16 Beekman St., N.Y.
City, have made a specialty of furnishing
addresses for circular advertising for over half a

SUPPLIES.

THIS PAPER is printed with ink manufact-ared by the W. D. WILSON PRINTING INK 90., Ut'd. 13 Spruce St., New York, Special prices beach buyers.

STEREOTYPE OUTFITS.

CTEREOTYPE outfits \$15 up; new method; make your own cuts in white on black and granotype, no etching. Send stamp. H. KAHRS, 240 East 33d St., New York.

POSITION WANTED.

PLACE wanted as business manager by a news-paper man of long and varied experience. Exceptional organizing and administrative ability. "BUCCESS," care Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

HALF-TONE; sinc etchings; let us make you the lowest quotations; quality; prompt-ness; inducements for publishers, adwriters. ART ENGICAVING CO., Washington, D. C.

LETTER BROKERS.

ETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE EN OF LETTERS ASS'N, 503 Greenwich St., N.Y.

DISTRIBUTORS OF ADVERTISING SIGNS.

YOUR advertising signs and other matter placed or distributed in all cities and towns of the United States and Canada. Write to us about it. DAVID S. SHEARMAN & CO., 136 Liberty St., New York.

NEWSPAPER METALS.

A STEREOTYPE, linotype or electrotype metal be dimay look all right on the surface. It may be dimay look all right on the surface. It may be dimay look all right on the surface. It may way to know you're getting reliable, honest metals—and getting them all the time—is to buy them from a house that is known to be reliable and honest. E. W. BLATCHFORD & CO., 54 to 70 %. Chinton St., Chicago. "A Tower of Strength."

ADVERTISING SPECIALTIES.

LET_US PICK THE WINNERS.

Send us copy of your adv. stating how much you want to invest and we will give you an estimate upon a list of papers that will bring you the desired results. NATIONAL INST. OF SCIENCE, Dept. P. 1. 20, Chicago.

TO ADVERTISERS AND PUBLISHERS.

I Fastest selling and most satisfactory books published, Bring good prices and large profits. Catalogues and circulars with imprint free with first order. Books furnished with imprint if desired. Making "books. Two fine three-column magnaine advertisements for sale. Fifty thousand choice letters for rent, first copy. Full information on request. Have you any letters for sale or exchange?

NATIONAL INSTITUTE OF SCIENCE, Department P. I. 10, Chicago.

NEWSPAPER BARGAINS.

A BIG money making daily and weekly in dasho. \$5.000-\$2.000 or more cash. Owner has ended to be successful as the succes

\$\frac{\partial}{\partial}\$ \text{with the second of the s

Or more,
Dailies and weeklies in 38 States. Send for my
special list. Any reliable properties for sale,
"David" knows about them.
C. F. DAVID, Abington, Mass., Confidential
Broker, and Expert in Newspaper Properties, 28
wassel superience. years' experience.

FOR SALE.

FOR SALE—Live, flourishing trade paper; fine field; splendid condition and prospects. Buyer must have 85,000 to \$10,000 cash. Address "BUSINESS," Printers' Ink.

FOR SALE—Dexter Intermediate Folder, in good working condition, three or four folds and trimmer; cheap if taken at once. DICK & TRUMFOLD, Lawrence, Mass.

S END for list rebuilt job and cylinder presses. These machines taken in part exchange for our high-grade presses. To be closed out cheaply. GOLDING & CO., 80 W. Jackson St., Chicago.

E VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, a paper, or to all vertises. The property of the paper, or to the paper, or to the paper, or to the paper, or to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, in Spruce the business. A

BOOKS.

WANT-Ambitious man or woman. Work at home, part or all time. Income assured. INSTITUTE OF SCIENCE, Dept. P. 1. 210, Chicago.

THOUGHT-READING, vital magnetic power and hypnotism.—For private circulation only, by Prof. Randall, the London psychologist. Contains essence of acientific procedure & secret of force. 81. 108-page book, personal magnetism, 10:; hypnothem, 10c. Cat. free. OCCULT PUB. CO., Pept. F. I., 10 Boyce Bidg., Chicago.

JUST published—NUGGETS—A mine of rich advertising treasures—by the author of Helps Over Rough Places," Thousan's of Snappy Headlines, Catchy Phrases, Bright Sayandapted to every line of business; one of the brightest works ever published in the interest of the merchant and advertiser; it will save you time and worry; in fact, make adwriting a pleasure to you and profit to your business. Beleasure to you and profit to your business. Adv. Mgr. F. & R. Lasarus & Co., Columbus, Olio.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '90. REV. ALEX, DICK, 43 Ferguson Ave., Buffalo.

ADVERTISING NOVELTIES.

CLASPS to save postage. CHICAGO ENVEL.

P ECAUSE my advertisement is on the cover. I will send you a good pocket map of South Africa for a 2c. stamp. GEORGE W. DOUGLASS, 87 Nassau St., New York.

10,000 MATCHLESS Cigar Lighters for receipt of 50 cents. J. A. DEL SOLAR, 10 Arlington Place, Brooklyn, N. Y.

NTIRELY new line for 1900 now ready. Or-ders for fall delivery should be placed at ice. THE WHITEHEAD & HOAG CO., Newark, once. THE WHITEHEAD & HOANN. J. Branches in all large cities

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser. I lines will be inserted under this head once for one dollar.

TRICYCLE WAGONS for merchants. A delivery wagon that's quick. Can be changed to advertising anything exclusive or used for adv. and delivery. A boy can run it. Lettered to suit. Price \$40. ROADSTER CYCLE SHOPS, Camden, S. J.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circula-tion claims, under a \$1,000 forfeit.

A DVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free. G ENERAL INFORMATION, E. Binghamton, N. Y.; 10c. line; circ'n 5,066; close 24; sample free.

MAIL-ORDER JOURNAL, Chicago, Ill.; 6,000 monthly; rate, 20c. a line; sample copy, 5c. A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to re-ceive the paper for one year.

NICKELL MAGAZINE ad rates, 30c. agate line; \$50 page; \$5, 10 and 30 per cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

HARDWARE DEALERS' MAGAZINE.
Exceeds 10,000 every issue.
Three hundred regular advertisers.
DANIELT, MALLETT, Publisher.
Broadway and Murray St., New York City.

A BOUT seven eights of the advertising done of the fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay correspondence solicited. Address TRE GEO. 2. KOV MALA DAVERTISING AGENCY, 10 Spruce 81. New York.

New York.

THE HOME MAGAZINE, OF NEW YORK, is in its thirteenth volume, having been started as the Commercial Travelers' Home Magazine. A state of the Magazine and the Commercial Travelers' Home Magazine. A state of the Magazine and the Magazine and the Magazine are the Magazine and the Magazine and the Magazine are the Magazine have been devoted more to pushing the circulation is absolutely essential to give advertisers satisfied that the Magazine and the Magazine and Magazine and

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest est edition of the AMERICAN NEWSPAPER DIRECTORY, issued December 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

4 RETAIL ads, \$1; new customers. AD BUREAU, Box A, Farmington, Maine.

A N ad service to suit your pocket. MISS WOODLE, 6 Wall St., New York.

1 AD and 1 line drawing; send facts and \$1. C. WEST, 918 Madison St., Brooklyn, N. Y.

PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

THIS week Pm fixing up "copy" for crisp little leaflet talks, brief booklets and small advertising generally. Am at home in this sort of work. JED SCARBORO, Brooklyn.

Enthusiasm is contagious. Convince me you have a good thing and I will write straightforward advertisements that will bring business. GEORGE HENRY SMITH, Box 2816, New York.

DOKLETS, ADVERTISEMENTS, CIRCULARS.
I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of Phintyras' INK. No other paper in the world is so much copied. My faciliples in the world is so much copied. My faciliples job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers'Ink Press, 10 Spruce St., New York.

The small classified advertisements in PRINTERS' INK tell of the wants, tell of the sources of supply, to many advertisers.

These smaller items are important to the readers of PRINTERS' INK, and the sum total of them make up all the desires of Mr. Advertiser.

This advertising is live matter and of such interest to every reader of PRINTERS' INK that they are read as carefully every week as the reading matter and consulted just as frequently.

It is profitable advertising cheap and effective.

Try a 4-line advertisement for one dollar and you will find an advertising bargain which will make you a regular patron.

Address

Printers' Ink

10 SPRUCE ST., NEW YORK.

PRINTERS' INK. A JOURNAL FOR ADVERTISERS.

A JOURNAL FOR ADVERTISERS.

(F) Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. The control of the control of

OSCAR HERRBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and
Subscription Department.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 50-52 Ludgate Hill, E. C.

NEW YORK, JAN. 3, 1900.

Personalities are rarely, if ever, good advertising.

Do not expect direct returns unless your advertisement makes a distinct offer.

THE Christmas number of La Presse, of Montreal, holds the Canadian record for both circulation and advertising. The circulation was 102,000 of sold copies, and the number of columns of advertising was 170, one edition only being printed.

On Sunday, December 17, the Saint Paul Globe contained 125 columns of advertising, which was in excess of the amount the paper has previously carried in any issue. This was mainly space used by large local advertisers and was not swelled by any special features. The amount carried was more than any other paper of the same date in Saint Paul or Minneapolis.

In the American Newspaper Directory a circulation rating in plain figures is accorded to about one-quarter of the papers. The others have ratings by letters. The letter system of rating is more elastic and less definite in the information conveyed. The Arabic figures represent facts. letter ratings represent guesses. No paper has a letter rating that is willing to let the public know its actual issue.

LEGISLATION against the desecration of the American flag by advertisers has more or less recently been passed in New York, Maine, Massachusetts, Con-Pennsylvania, Illinois, Vermont, necticut, Minneapolis, South Dakota, California, Arizona and Minnesota.

QUITE a number of newspapers are securing advertising patronage on the strength of former prestige, although they have long ceased to be of value to advertisers.—The Advisor.

newspapers mentioned above have not ceased to be of value to advertisers, they have ceased to be of value at the price they charge for space, which is based on a circulation which they once possessed, but have since lost. So they sneer at mere "circulation," refuse to give figures, and dilate upon the importance of "quality.

A CORRESPONDENT OF PRINTERS' INK vouches for the following as a true story:

A thoughtful little Brooklyn girl, who is very fond of looking at the pictures in the magazines and spelling out the words in large print, is evidently inclined to take the wording of some advertisements rather seriously. The adults of the family have, from time to time, had the benefit of a Southerner's views on the negro problem, and the little girl surprised her mother a few days since by pointing her finger at some of the colored brethren in a trolley car and remarking: "Mr. So and-So talks about them, don't he?" "Why, Dorothy," said her mother reprovingly, "you must not do that. It isn't nice. Suppose God had made you black, what would you do?" The little maid replied very soberly, "It says in the book—"Use Sapolio." A thoughtful little Brooklyn girl, who

A CORRESPONDENT writes:

Mr. F. S. Shaw, advertising manager of the Holmes & Shartle store at Tifton, Indiana, thinks he has discovered a way to circumvent the pleadings of way to circumvent the pleadings of the church fair and concert programme solicitor. When one of these women approaches him he greets her smilingly, listens to her talk and then tells her that he deeply regrets the house has made no appropriation to cover this method of advertising, but he will be glad to help the cause in a way that will do more good than the small sum the firm would pay for a space in the programme. He will speak of the entertainment in the top line of the house ad every day until the event occurs. This pleases the solicitor and every member of the church or society when they read it. Gets the people in the habit of watching the ads of the house for current society events, pleases the house and there you are.

THE modern advertising agent must be more than "a mere transmitter of contracts and a collector of commissions."

At the annual convention of the National Association of Agricultural Implement and Vehicle Manufacturers, held in Cincinnati, Nov. 15th and 16th, the Frank B. White Company, of Chicago, distributed a souvenir of the occasion in the form of a watch charm of pure gold, on one side of which was engraved the receiver's name, and on the other the firm's trade-mark, "Punctual, Efficient, Honest," anything but meaningless words in the case of the White concern.

"OUALITY" is a relative term when applied to an advertising medium. A newspaper going to the most aristocratic classes may be the worst "quality" of circulation for certain advertisers, while on the other hand, a journal steeped in "vellowness" may bring him the best returns. advertiser himself may think the latter publication an aborgination and find himself unable to read it without amusement or irritation, but if he knows his business, he will never allow his personal tastes or dislikes to debar him from advertising in a publication from which business may be obtained.

For the possible purpose of concealing the truth the New York Press in its issue of Friday, December 22d, prints the following statement:

statement:

There has been no month in the present year in which the circulation of the New York Press has not been larger than in the preceding month—larger in February than in January; larger in March than in February; larger in March than in February; larger in April than in March; larger in May than in April; larger in June than in May; larger in July than in June; larger in August than in July; larger in September than in August, and larger in October than in September. The comparison of the weekly sales of the largest six news companies in New York shows that in four months the average gain of these six companies alone has been, in round numbers, ten thousand copies a day.

It would be interesting to be

It would be interesting to be told exactly how many copies of the Press were sold in January, 1899.

AFTER the Third Sugar Bowl has been awarded, the Little Schoolmaster will give another, the fourth, to that daily in the entire United States, barring no section, which gives an advertiser best service in proportion to the price charged. To secure the Fourth Sugar Bowl will be to obtain an enviable distinction.

To the list of advertising books on page 36 of PRINTERS' INK of

Dec. 27, 1899, should be added: "100 Ads That Have Paid." Being 100 shoe ads published by the Star Publishing Company, Norwich, Conn. Price

sing Company, Norwich, Conn. Price unknown.

Nuggets." Being headings, catchlines, bright sayings, selling arguments, etc. Price \$1. Published by E. J. Salt, care of F. & R. Lazarus & Company, Columbus, Ohio.

A Brief Treatise on Printing and Embossing." Price \$1. Published by the Bulletin, Howard City, Mich. Full directions for embossing; how to make female embossing die from type; how to print the zinc plate; how to develop the plate; the etching process; how to make the sensitier solution; what is required to make embossing dies; compositions for making male dies; how to make ready for embossing; how to make ready for embossing; how to make rubber stamps; the care of printing make ready for embossing; how to make rubber stamps; the care of printing press rollers; recipe for making ink for rubber stamps and numbering machines; recipes for tableting glue, liquid and solid; recipe for mucilage; how to make binders' paste; recipe for combined sond; recipe for muchage; now to make binders' paste; recipe for combined ink reducer and drier; how to print on celluloid; to keep gummed paper from curling; how to work copying ink, etc.

WE observe that in the 1899 edition We observe that in the 1899 edition of the publication which calls itself the American Newspaper Directory, the New York Daily Press is quoted as having a circulation which is expressed in the "directory's" key by a "B" rating. A "B" rating we find, upon examining the key, means that the circulation of a newspaper so designated does not exceed 75,000 copies a day.—Editorial in N. Y. Press, Dec. 22, 1899.

A student of New York circulations recommends the advertiser who wants to know the real circulation of the Press to go and examine the files for the last three or four years. From time to time he may read, so the student alleges, that within such and such time the circulation of the Press, through certain specified newsdealers, increased a certain specified number of thousands of copies. If the examiner should take the pains to add these gains he will find that the Press, at the present time, must have much the largest circulation of any daily paper in the world.

When is it that the mechanic reads his daily paper? Is it in the morning when it is a case of hustle to get to his duties on time, or is it in the evening when, his labors finished, he rocks contentedly before the fire, and rests himself reading the day's news. Does the business man stop reading his important mail matter to read the morning paper, or does he, too, wait until the store is closed in the evening before he reads the local daily to get the news and perchance see what his fellow business men are doing? And the housewife? Doesn't she too wait until the housewife? Doesn't she too wait until the household duties are completed, and then take up the afternoon paper, read the social events, the local news, etc.?— Davenport (Ia.) Times.

YEAR by year the afternoon paper, the fireside companion, loaded down with all the news from everywhere in condensed shape, is growing to be the recognized organ for the advertiser, no matter what his goods or wants, as it is its columns the men and women of is its columns the men and women of the home resort to when the labors of the day are over.—Paris (Tex.) Advocate.

Whether the morning or evening newspaper gets the most attention depends principally on Where local conditions. workers are compelled to ride long distances to reach their places of employment, the morning paper probably gets as much attention as the evening paper. In cases however where cars are crowded. the advantage appears to be with the evening paper, for it may be read after home is reached, whereas the morning newspaper is rarely again looked at if its perusal is not completed during the ride on the cars.

MR. GIBSON'S OPPORTU-NITY.

Special Message From HE EVENING TELEGRAM," EVENING TELEGHERALD Square, New York, Dec. 22, 1899. Editor of Printers' Ink:

Rate and circulation considered, the Evening Telegram is one of the best advertising propositions in the whole world.

F. James Girson, Advt. Manager.

From the office of the Telegram the impression has been at times conveyed that its issue would average about 180,000 daily, while among advertising men there are some who think 18,000 would about express the facts. If Mr. Gibson can learn the actual edition put out, and would be allowed to tell, it would be a vast stride toward making his success as advertising manager a notable one.

A MODERN CATECHISM.

PROVIDENCE, R. I., Dec. 19, 1899. Editor of PRINTERS' INK:

Lin a book recently published in Chicago "To What Are Trusts Leading?" it is stated that you lately said there were "many firms in New York that spen \$\(\frac{1}{2}\) (and \$\) (b) is stated that you lately said there were "many firms in New York that spen \$\(\frac{1}{2}\),000.00 a year each for advertising." Will you kindly set me right on this point? I did not suppose that any firms except Scott & Bowne, Royal Baking Powder Co., and the Singer Sewing Machine Company spent as much as that

2. I would like very much to get a list of the big advertisers with a con-

list of the big advertisers with a conservative estimate of the amount spent by each. Can you give me such a list, or put me on the track of one?

3. How many strictly "trade papers" are there in the United States? Are the trade papers mostly weekly, biweekly or what?

4. Mr. Rowell is reported as having offered the Journal \$10,000 to print a big batch of testimonials to "Ripans Tabules" last spring. May I ask if the five pages that were printed in April cost in the neighborhood of that sum? As a student of advertising I shall highly appreciate answers to the above questions.

I. We did not say there were

1. We did not say there were many but that there were "sev-There are also a number outside of the metropolis; the J. C. Ayer Company of Lowell, Mass., for instance.

2. Mr. 2. Mr. Frederick L. Perine, advertising manager of Sozodont, and president of the Association of American Advertisers, 215 Washington street, New York City, is interested in such matters and could perhaps give you as accurate information as is obtainable. Should Mr. Perine send you an interesting letter of information, we would be pleased to have you send it to us so that the data in it could be more widely disseminated.

3. Information like this you can find in the American Newspaper Directory, published by Geo. P. Rowell & Co., 10 Spruce street, New York, at \$5 a copy or \$20 a year. Perhaps your researches will convince you that many of them are weakly.

4. They did not; five pages in the New York Journal cost \$3,136.

WHAT's in a name if you fail to advertise it?

THE edition of PRINTERS' INK for the issue of Dec. 27, 1899, was 22,600 copies.

THE ADVERTISERS ASSOCI-

At the meeting in New York City December 11, 1899, for the purpose of organizing the Association of American Advertisers, some one asked the question: "What are we to get for this subscription of one hundred dollars to the Association?" and in answer Mr. Artemus Ward, representing the great advertisers, Enoch Morgan's Sons, proprietors of Sapolio, among other things, said:

I am happy in that I can respond to

this question. I have see I have seen many associations born, gain strength and do good work. This is a birth. Who asks a babe to forecast the results of its after life? Thank Heaven if it is well born; it must grow and develop. There are detailed propositions of the second of th

and develop. There are detailed propositions embodied in the objects of the association. I do not believe that all of them are capable of fulfillment. But let us work for one—let us see what we can do to go forward toward it. Decade after decade men have tried to fathom the question of circulation; thousands upon thousands of dollars have been spent by individuals in trying to solve the problem. Here is an organization which says: "We will get together and use the best talent we ing to solve the problem. Here is an organization which says: "We will get together and use the best talent we have; we will try by co-operation to arrive at a result. We cannot say that we will succeed any better than Victor Lawson, of Chicago, who started a Guarantee Company and spent so much money. We may fail, but still, the effort will mark progress."

Reference is made to the desire to "perfect a system of economical and certain house-to-house distribution."

certain house-to-house distribution." We may not be able to attain perfection in this object, but at least by conference, at least by getting nearer to the facts and comparing notes, we may arrive at an improvement in that matter. Another object is to "further the equitable adjustment of all questions relating to express and freight rates and the classification of advertising matter." This is certainly a feasible undertaking. Advertising matter goes forth for what object? Of course, primarily to increase the revenues of the advertiser, but also to create trade. primarily to increase the revenues of the advertiser, but also to create trade, to flood the country with circulars and by spreading the sale of the advertised article, bring forth car loads of freight to be moved. These things we might impress upon the railroad.

A further object is to "promote effective advertising for the development of trade to foreign markets." It is quite possible that some hints on this subject might be worth to many more than a hundred dollars a year.

more than a hundred dollars a year.
Other objects are to "correct customs

abuses; secure adequate protection of anuses; secure anequate protection of trade-marks, trade names and copyrights." There are trade-marks to-day standing in jeopardy in this country, and not worth five cents, if the public only knew it, because by violations of law the owners have forfeited their rights. Any knowledge that will tend to preserve the validity of trade-mark to preserve the validity of trade-mark rights is likely to be worth paying for. Think of what damage can be done to a man who owns nothing on God's earth but a certain number of letters spelled in a certain way. If you will give me the right to use the word "Sapolio" and to spell it in that way, I will give you one million dollars, and would not have to leave the room to get the money—there are gentlemen here the money—there are gentlemen here who would back me up.

BULLS (0) EYE.

This mark, familiarly known as the bulls eye (②), is used in the American Newspaper Directory to indicate that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. From Webster's Dictionary one may learn that among the old alchemists gold was symbolically represented by the sign (③).

This symbol is at present accorded to but few papers. Below is a complete list. It is probable that there are others equally deserving who have not yet had the merit mark attached. The editor of the Directory invites communications setting grounds that are relied upon or asserted to be sufficient to entitle a paper to receive this coveted mark of distinguished merit. Such communications are invited not only from the editors and publishers of the papers under consideration, but also from advertisers and others whose views may be supposed to be wholly uninfluenced by interested motives or warped by anything approaching a tendency to partiality.

g a tendency to partiality.

Washington (D. C.) Evening Star.
Chicago (Ill.) Tribune.
Indianapolis (Ind.) Journal.
Indianapolis (Ind.) News.
Louisville (Ky.) Courier-Journal.
New Orleans (La.) Picayune.
Lewiston (Me.) Journal.
Baltimore (Md.) Sun.
Boston (Mass.) Evening Transcript.
Springfield (Mass.) Republican.
Brooklyn (N. Y.) Eagle.
Buffalo (N. Y.) Commercial.
New York Evening Post.
New York Evening Post.
New York Tribune.
Cincinnati (O.) Enquirer.
Philadelphia (Pa.) Public Ledger.
Providence (R. I.) Journal.
Charleston (S. C.) News and Courier.
Dallas (Tex.) Morning News.
Galveston (Tex.) News.
Richmond (Va.) Dispatch,
Milwaukee (Wis.) Evening Wisconin.

UNNECESSARY space is never cheap, no matter what may be the price at which it is offered.

WHAT IS CIRCULATION?

Some say it is the number of copies printed. Others estimate the number of readers. This plan is a favorite with the ancient and respectable weeklies. Some publishers only count regular subscribers (so they say), and ex-clude exchanges, file copies and others-for what reason heaven only knows. The editor of the American Newspaper Directory likes to be told the number of copies printed; finding by long years of experience that this is the only report the majority of publishers are able to make. The circulation report printed below is of a sort with which the Directory editor grows to be very familiar, and they make him tired, because he can only surmise what view of the meaning of circulation the signer may have had in

THE "GOLFER," An official organ of the United States Golf Association. An official organ of the Intercollegiate Golf Association. An official organ of the Central New York State League. An official organ of the Western Golf

Association. The official organ of the National Roque Association.

530 Atlantic Ave., Boston, Mass.
HE OLDEST GOLF PUBLIC.
TION IN AMERICA. PUBLICA-THE

American Newspaper Directory: GENTLEMEN—The Golfer's circulation for the year 1899 was as follows: January. 50.000 50,000 50,000 June. 50,000 July. \$0,000 August. 50,000 September. 50,000 October. 50,000 November. 50,000 December. 50,000 Yours very truly, JAMES SHIELDS MURPHY, Mgr.

When he receives one of these symmetricaland perfectly rounded out circulation statements, it is the custom of the Directory editor to communicate with the manager of the fortunate publication whose tide of circulation never ebbs or flows, using the form of mild pro-test printed below: To the Publisher:

In a recent circulation statement received from the paner to which this communication is addressed the word

"circulation" is used without definition or qualification, and the editor of the Directory is at a loss to know whether it means the number of copies printed or is intended as an estimate of the number of readers, figuring five read-ers or some other number for each number of readers, nguing live sactors or some other number for each copy. When a publisher states that his "circulation" has been so and so from day to day, or from week to week, the editor of the Directory is always in doubt about what meaning is in the publisher's mind. What the Directory editor wants to know is the actual number of complete copies printed. Spoiled copies and waste paper should not be included in the count. be included in the count.

The Directory editor generally finds it also advisable in these cases to direct the attention of the newspaper man to the meaning or definition attached, in the Directory office, to what is called a "Z" rating, because a careful reading of the definition sometimes (although not often) leads the newspaper man to be so careful and exact in his next report as to leave nothing better to be desired.

A "2" rating in the American Newspaper Directory indicates that a communication received from this paper, in answer to an application for revision or correction of the circulation rating accorded to it, failed to be a satisfactory circulation report because of some one of the following shortcomings:

1. It was not signed.
2. It was not dated.
3. It was not definite.
4. It was not given with sufficient attention to detail.
5. It did not specify the time supposed to be covered by the report.
6. It did not cover a period of sufficient duration.

7. It was signed with a hand stamp.
8. It was signed by some person whose authority to sign was not explained or known.

It was signed by an initial or by

It was signed by an initial or by initials only.
 It was not given in such a way as would make it possible to hold any one responsible for the information it purported to give, should it afterward be proven untrue.

In the current issue of the American Newspaper Directory The Golfer has a "publisher's announcement," which reads as fol-

PUBLISHERS' ANNOUNCEMENT. The golf players of America, both men and women, now number in the vicinity of 1,000,000. As a class they are the most profitable and desirable people in the country from a first-class advertiser's standpoint. The Golfer is the undisputed organ of and has the hearty support of the golf players of America. America.

It would appear that of the million golfers exactly one in twenty reads or buys the Golfer. The evenness of the thing is beautiful, but of the whichness the Little Schoolmaster is left somewhat in the dark.

. . .

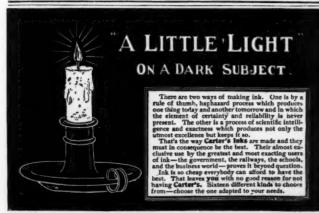
Since the above was in type a communication from the Golfer removes all doubt. Exactly fifty thousand complete and perfect copies of the Golfer are printed of every issue. Never any more and never any less. This paper evidently enjoys what may be called "an even circulation."

DANIEL SHARP FORD DEAD.

Boston, Dec. 24.—Daniel Sharp Ford, for more than forty years the proprietor, publisher, and editor-in-chief of the Youlh's Companion, died at his home on the Fenway early this morning. He had, in spite of advancing years and frail health, been actively at work in the oversight and control both of the publishing and the editorial departments of the great establishment he had built up, until within a few weeks of his death. Mr. Ford was born at Cambridge, April 5, 1822. In early life he learned the printers' trade, and while still a very young man formed, with the late Rev. Dr. John W. Olmstead, the partnership of Olmstead & Ford, publishers and editors of the Baptist weekly newspaper then known as the Christian Watchman and Reflector. In 1857 they purchased from Nathaniel Willis, its founder, and editor for forty years, the Youth's Companion. Mr. Ford had an ambition to make the Watchman the leading religious paper in the country, and devoted his efforts to the publishing department of that paper, while acting as editor of the Companion. Differences as to policy between the partners led to an amicable separation of interests and a division of the property. The division was by lot and greatly to

Mr. Ford's regret the Companion became his share. In order to avoid confusion of accounts, it had been published for some years under the fictitious and wholly invented firm name of Perry Mason & Company, and under that for the present time. Mr. Ford transferred all his energies to the development of the Companion, and to him are due the marvelous growth and present standing of that paper. His business insight and foresight, his inventive genius in devising new ways of increasing circulation, his ready adoption of methods proposed by others, and his courageous expenditure of money in that process, stamped him as one of the great publishers of the country. No man ever kept a more watchful eye upon the contents of his paper, down to the most insignificant paragraph. Yet, so far as is known, the name of Mr. Ford has never once been printed in the Companion, for he was as modest as he was strong, and shrunk from public mention of himself, his deeds and his achievements. Mr. Ford's life was also a life of wide-spread benefaction, of deep religious feeling, of constant well-doing. No list of his benevolences could be made now, nor could have been made even by him. He was devotedly attached to the Baptist denomination, and naturally turned most frequently to the assistance of those of his own household of faith. The Ruggles Street Church of this city was largely indebted to him, and one of his characteristic benevolences was sending its male quartet abroad to complete the musical education which has made the organization famous. He leaves a wife and a daughter, who is the wife of Publisher Hartshorn of the Household.—N. Y. Times.

The art of barter is not so much in offering the public what it wants as it is in making it believe it wants what the dealer wants it to buy.—Chicago Independent.



THOUGHTS FOR THE GEN-ERAL ADVERTISER.

By Arthur E. Swett.

The average citizen makes and spends about \$75 a month. There are about 5,000 different advertisers out for that seventy-five. So do not expect too great a return from your advertising, no matter how good it is.

American public never heard of you; don't care for you; don't want to buy your goods. How are you going to make them? That is the advertising problem.

Nobody can predict what kind of advertising will pay, but it is easy to predict what advertising ought to pay-good ads in good papers, and abstinence from mere

vainglory and schemes.

The new advertiser who imitates the methods of old advertisers will get burned. A new advertiser, for instance, who put out an ad like the Pears' Soap ad in the December magazines would waste his money. But it is a good advertisement for Pears' Soap. So would almost anything be that had "Pears' Soap" on it.

There are few mysteries about advertising; except the circulations of some dignified news-

Advertising is not literature, nor one of the fine arts. business. To get up a booklet or a catalogue in finer style than it needs to be, in order to attract attention and get itself read, is not good advertising, but a waste of

money.

People will read poorly written news for the sake of the news, and they will read poor stuff in the magazines because they have paid for it, but they won't stop to read poor ads. The public is not won by reading, digesting and committing to memory one or two advertisements of a firm, but by the combined impression made by passing glances at hundreds of different ads, day after day, year after year.

No good advertisement can be written without a thorough knowledge and a sincere belief in the

merits of the goods.

People are not buying your article because you advertised six know it is an advertisement.

years or six months, or even six weeks ago, but because you are advertising now. The advertising you did then simply lends force to your present advertising. If you quit, you lose it. Advertising has no department of ancient history.

AN INTERESTING WOMAN.

A writer in the Boston Post has this to say about Kate E. Griswold, proprietor of Profitable Advertising:

The nersonality of the enterprising woman who has made Profitable Advertising what it is, is full of interest to all women who aspire to distinguish themselves in a business career. She is the quietest of women and talks little, but every word counts. She is clear-eyed, with a straight, direct gaze, and looks as if she knew every moment what she might be about. Her great charm is her smile, which, as soon as one has once seen, he is sure to watch for again. She was born in West Hartford, Conn., and was in her girl-hood a devotee of outdoor sports, At the age of sixteen she began business life in the office of the Positry World, at Hartford. Subsequently for five years she published the Hartford City Mission Record, and at the end of that time, through some advertising designs she had sent, she was introduced to the advertising agency in this city that formerly published Profitable Advertising.

FOR A GLOVE DEALER.

A London dealer in gloves gives the following directions how to put them on

following directions how to put them on in his advertisement:

1. Open and turn back the gloves to the thumb, and powder lightly.

2. Put the fingers in their places, not the thumb, and carefully work them on with the first fineer and thumb of the other hand until they are quite down. Never press between the fingers.

3. Pass the thumb into its place with care, and work on as the fingers. care, and work on as the fingers

care, and work on as the ingers.

4. Turn back the glove and slide it over the hand and wrist, never pinching the kid, and work the glove into proper place by means of the lightest pressure always allowing the kid to slide between the fingers.

5. In mishing, care should be taken

in fastening the first button.

WASHING DISH CLOTHS.

Kitchen cloths must, of course, be washed daily, otherwise they harbor greake and odors and become unhealthy. They should be made of knitted crochet-cotton in a square or suitable size. When you wash them, if you will add a tablespoonful of Gold Dust Washing Powder to the hot water, it will cut the grease and clean them in half the time; dry them out in the sunshine and air.

LITTLE READING NOTICES LIKE THIS HAVE AN ATTRACTIVENESS ALL THEIR OWN. IT IS A QUESTION WHETHER NINE OUT OF TEN WOMEN WHO READ SUCH AN ADVERTISEMENT

WITH ENGLISH ADVER-TISERS.

By T. Russell.

Some remarks which I ventured to offer, not under this heading, but in a special contribution to PRINTERS' INK, on the subject of war circulations, are being il-lustrated here, as I write, and my conclusions are being only too fully confirmed. I suppose there has never been a time in England when so many copies of newspapers have been sold every day, as there have been in the period since the outbreak of the Transvaal war. But advertisers are all complaining of the poor results that these splendid circulations bring in. I know of a concern which does considerable season advertising, for an article having a winter sale. Their advertising has been averaging \$7,500 a month from June to September, inclusive. In October they spent about \$25,000; yet their sales have been, I am assured on the best authority, less by \$500 in October than in September. Another con-cern, which has an all-year trade, but usually sells about thirty per cent more each month during the fall and winter than in the summer, without increase of adver-tising, has fallen behind last year's October by \$2,500 in sales. The advertising retailers say that while steady sales-that is, sales which they consider as not affected by advertising-have kept level, their special lines, such as fall dry goods and furnishing bargains, are not moving at all. In other words, advertising just now has nothing like its normal effect upon bulk of trade.

The explanation is that people are too excited by war news to pay attention to other features of the newspapers. They read the telegrams from South Africa, and are too eager to talk over the latest victory, or the most recent disaster-it is disaster as I write: I hope it may be victories when you read this-to look at the advertising columns. The newspapers feel the effect too, and this is shown by the circumstance that in spite of their vastly increased signed can compare in beauty

circulations, not one (so far as I have been able to learn) has increased its rates. In ordinary times we should be having a small war at home, over the increases which would be demanded in consequence of rising circulations. But they have all they can do, as it is, to get advertising at all. The Daily Telegraph yesterday had only one ad in it which ran over a column. One or two advertising firms noted for acuteness in judging of bargains in space, began October by putting on a spurt, to get the benefit of the big newspaper circulations, but I notice that they have become discouraged. A little attention paid to the issue of PRINTERS' INK circulated in London might have suggested reflections on this matter, and saved some money. The Schoolmaster often gives me pointers.

Meantime periodicals, by which I mean papers that are not newspapers, are suffering in circulation, by reason of the greater attractiveness of war news; and the advertiser is hard pressed to find channels of profitable publicity.

A universal maxim (and a questionable one) is, that no type is so good for advertising purposes as plain block letters, thus:

YOUR SIGHT

and no one can deny that such type gives great clearness and legibility. But I fail to see why the above is any better for advertising purposes than

YOUR SIGHT

would be; and the latter is much more comely. Printed in lower case letters it would be ever so much better still: look at this-

Your Sight

Of course the origin of the belief alluded to is to be sought in the aversion which practical people feel for ornamental letters. are condemnable as lacking in legibility, and often in comeliness also; no ornamental letter ever dewith DeVinne. Where one word has to be emphasized, capital letters are usful. Where a succession of words is desired to be read. lower case letters are much to be preferred. Here is an example. which I have no doubt PRINTERS' INK's setting will quite adequately

HAVE YOU EVER TRIED **KEATING'S LOZENGES** FOR YOUR COUGH? DR. GABRIEL, M.D., L.R.G.P.

writes from Routh Park, Cardiff, Sept.

have now prescribed them for the last 8 years in my hospitals and private practice, and find them of great benefit. I certainly and most strongly recommend them.

Sold everywhere in Tins 1/11/2 each.

represent, for my purpose. If any one will read the same words, as set below, in upper and lower case DeVinne:

Have you ever tried Keating's Lozenges for your cough?

and compare the effort required for that exercise, compared with effort demanded in reading the words in capital letters, in the actual ad, the disadvantage of capital letters will be at once manifest.

This advertisement has another fault, which can be made to illustrate a useful principle. The title, Keating's Lozenges, is not sufficiently emphasized. Artists. sufficiently emphasized. in examining a painting, look for "the highest light"—that is to say, the feature of the picture which represents the maximum of illumination, the most salient spot. A display advertisement ought, likewise, to have a highest light. There ought to be something in it that stands out beyond all elsesomething that catches the eye, first. According to the extent and character of the ad it may be allowable, or it may not, to emphasize as well some other phrase or word; but some one thing ought to be the dominating feature. In the case of a proprietary article I think there is no doubt

that this feature should be the name of that article. There is just one more ad which I hope I may be allowed space to reprint, namely, this one of Hall's Wine, because it not only illustrates the foregoing principle, but also another and bears an unspoken testimony, a testimony which only experts are liable to notice, to the help the Little Schoolmaster has given to advertisers. It is this:

Color in the Cheeks.

hen you drink Hall's Wine.
Rich, bounding blood that sends a
thrill through the system, and exercises
every internal organ up to the pitch
of health.

Men and women who pursue callings and pleasures that rob the cheeks of color, want their blood qualifying and energizing.

Hall's Wine will do it.

It restores convalescents, and over-worked people, quickly to health, and creates the desire to move and have a being.
Sold by licensed grocers, chemists,

and wine merchants.

Proprietors: Stephen Smith & Co., Ltd., Bow, London.

Now here, if there be anything in my theory, the dominant note is in the wrong place-the highest light is improperly chosen. It isn't "color" that is being advertised, it is Hall's Wine; and the latter ought to have the call. "Color in the cheeks" is good advertising. It deserves a prominent position. But it should not have the most prominent position. Hence, I consider the advertise-ment ill-designed. But how well this upper and lower case De Vinne reads! How agreeable it is to the eye-and how legible! It contrasts with the poor effect of the "sans" capitals, used by Mr. Keating, and ought to convince the designer of the lozenge ad that a change is needed. Note also, both in Keating's ad and here,

that only one style of display type is employed. Ten or fifteen years ago, when I first began to be concerned with advertising, it used to be the general rule that printers were allowed (as they will still do, here at all events, if they are permitted) to crowd into an ad as many different faces of type as they possibly could. I daresay I did it too. It was PRINTERS' INK, I believe, that first set on record that golden canon of advertisement designing that the fewer different letterings one employs in any announcement the better it will look. Printers' Ink, by example and precept, made every one recognize that truth. It enunciated the principle, and then made the truth and beauty of the principle manifest by its own practice, and many of us lovingly studied, or sedulously aped, the many fine examples of displayed advertisements which the Little Schoolmaster offered week by week to our admiration. The principle, like many other things which we learned in that school, is public property now; it is a recognized rule. It is pleasant, however, for a PRINTERS' INK man to remember its origin.

IN CHICAGO.

The Clothier's and Haberdashers' Weekly, New York, tells how a number of merchants in Chicago aimed to secure Christmas trade during the recent season: Through the efforts of several business men, North avenue from Cleveland avenue to Halstead street has been turned into a court of honor blazing with electric lights from 6 o'clock until nearly midnight. The business men active in the movement canvassed the street and raised a fund to pay for illumination and music. When the weather is fair a band parades through the streets and gives concerts. There are also such features as competitive cake walks and similar entertainments. Colored lights are burned on the corners and in front of the stores. Recently there were 125 foot strings of electric lamps festooned across the streets, there being ten strings of white and red lights, and seventy-five lamps to the string. Many of the stores have dazzling electric light signs. The result of the illumination has been the presence of enormous crowds of shoppers, taking advantage of the opportunity to complete their Christmas buying at night, besides enjoying the enter-

TRUE ENOUGH.

To decry a competitor's method inspires no confidence of the public in your own.—Mail Order Journal.

BARRED OUT OF CANADA.

Here is a list of publications that are forbidden in Canada: American Cottage Home, American Household Journal, American Fireside and Farm, American Homestead, Agenis' Guide, American Horatead, American Guide, American Herald, American Nation, Advance, Breeze, Chicago Dispatch, or the Chicago Mascot, Cheerful Moments, Chicago Mascot, Cheerful Moments, Chicago Mascot, Cheerful Moments, Chicago Guimns, Detroit Sunday Sun, Detroit Sunday World, Fox's Weekly, Gil Blas (Illustrated), Howsehold Companion, the Home, the Hearthstone, Home Circle, Home and Fireside, Hours at Home, House and Home, Illustrated New York News, Illustrated Companion. London Illustrated Standard, Krums of Komford, La Vie Parisienne, Mercury, Merry Maker, Music and Drama, Metropolitan and Rural Home, Modern Stories, Our Country Home, People's Journal, Public Herald, Police Gazette, Police News, Rambler, Social visitor Magamne, the Standard, Treasury Home, Truth Seever, Vanity Fair Welcome Friend, Welcome Visitor, Youth and Home, the Yank, or the Columbian, Young America. A majority of these publications are published either at New York, Boston, Chicago, or Jersey City.—National Advertiser.

TRUE:

Mr. Madden, third assistant postmaster-general, does not offer us anything new in his statement that the deficit in the postoffice department is due
to abuses of the second-class matter
privileges, and his remedy is equally
stale. Instead of the annual season of
theorizing on the subject of the department deficiency, why don't some practical fellow come forward with a proposition to slightly increase the rate on
second-class matter, and leave alone the
present rules and regulations and decisions as to what constitutes secondclass matter. The department guards
against ab-ses of the present law just as
much as it possibly could against abuses
of any new law which might be enacted.
A slight advance is the most practical
solution of the problem, and it would
not materially inconvenience any individual publisher who was legitimately
using the second-class privilege. The
other fellows might pay the price or
stay out.—Caston Caveat.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$70 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

No dead pages, no tucked out-of-sight places in the New London Day. You can have position on a page that every reader will certainly see.

GEORGIA.

SOUTHERN FARMER, Athens, Gs. Leading Southern agricultural publication. Thrifty people read it: 23,000 monthly. Covers South and Southwest. Advertising rates very low.

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MAINE.

A DVERTISING in New England! The Councilly the homes in the part of Maine of which Rockland is the center. Some say the advertising rates are high. COURIER-GAZETTE, Rockland, Maine.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

ADVERTISING.

I RINTERS' INK, published weekly by Geo P. Rowell & Co., was the first of the now mu merous class of journals devoted to advertising, the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators. Printerses' Ink aims to teach good advertising by publishing good advertising methods, giving examples of good and had advertising and telling why. It also considers the value of newsevile open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. Printerses' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing anvocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price §6 a year. Advertising rates, classified 25 cents a line each time display 50 cents a line. Address PRINTERS' INK, 16 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R'I'P'A'N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

Published at Phoenix, the Capital of Arizona, asks for patronage on these grounds:

these grounds:
It is the only newspaper in Arizona published overy day in the year.
It is the only newspaper in the Southwest, the only newspaper in the Southwest, the state of the state

For rates address. Charles C. Randolph, Publisher, or H. D. La Coste, 38 Park Row, New York,

appliances mean reduced cost, better work, quicker work, etc. Why, when it comes to

we certainly ought to stand at the head. We have one of the largest and most complete up-to-date plants. Our own three-story building containing 30,000 square feet of floor space, includes complete pamphlet bindery. We discount our bills, you know that means rock bottom prices.

and advertising literature are our specialty. On runs of 100,000 and up, we are prepared to give figures that will be to your advantage.

A line to us may save you many dollars. Try it.

THE DANBURY MEDICAL PRINTING CO., DANBURY, CONN.

Informati

CONCERNING NEWSPAPER CIRCULATIONS.

NVALUABLE for advertisers. AMERICAN NEWSPAPER DI-RECTORY. Published December 1, 1899. 31st year; 4th quarterly issue; 1408 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manu-facturing), who carefully scan its advertising columns, because they

buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. Write for rates.

THE TRIBUNE PUBLISHING CO., Pawtucket, R. I.

I. W. BUCKMASTER, Advertising Manager. ~________

VICK'S MAGAZINE.

Third Series. Greatly Improved. Magazine Size. Elegant Colored Plate and 32 pages of Reading Matter in Each Number.

JAMES VICK has left the seed business to devote his entire time to making VICK's the BEST HORTICULTURAL MAGAZINE IN AMERICA.

Vick's Magazine is not connected with any seed house or nursery. Prof. Bailey, of Cornell University, author of "Horticulturalists' Rule Book," etc., is a regular contributor. Full, plain directions in all lines pertaining to horticulture. Read Vick's and be successful. One year, 50c.; three months' trial, 10c.

VICK PUBLISHING CO., ROCHESTER, N. Y.

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

> WM. JOHNSTON. PRINTERS' INK PRESS, so Spruce St., New York.

The Lowest-priced Magazine Advertising in America. Figure it out for yourself.

NICKELL MAGAZINE



The Only 5c. Illustrated Monthly Magazine in the World.

PAYS ADVERTISERS.

Here is what one advertiser says:

Publishers Nickell Magazine:

FUNCTIONEY NUMBER MAGASINE:

GRINTLEMBIN:—Please enter our order for another year at price quoted in your favor of Sept. 20, for space of one-fourth page. We prefer not to miss a single insertion, and you are authorized to use our old electrotype until the new design is delivered to you.

The Nickell Magazine has paid us much better than some of the magazines that make larger claims. Wishing you a large share of success, we remain OHIO ELECTRIC WORKS, Cleveland, Ohio.

- and "there are others."

The NICKELL MAGAZINE

Advertising Rates are very low—30 cents an agate line and \$50 a page, with 5, 10 and 20 per cent discount on 3, 6 and 12 months' orders. Circulation claims guaranteed by a \$1,000 forfeit. Circulation statement, rate cards and sample copies can be had of all reputable advertising agencies or the publishers,

THE POTTER-KENDALL CO., Boston, Mass.

Covers the Earth.

In every one of the United States is a liberal number of subscribers to FARM-POULTRY. Also in British Columbia, North West Territory, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland, England, Australia, New Zealand, Finland, Colombia, Venezuela, Brazil, Central America, Chile, Egypt, Austria, British Guiana, Bahamas, West Indies, Hawaii, Sweden, Norway, Denmark, Holland, Belgium, France, Ireland, Japan, Africa, Azores, Germany, Turkey, Russia, are some.

FARM-POULTRY readers are among well-to-do people. Those who have money to spend and buy for cash. It is such a class as every advertiser should talk to, who has anything to sell for human wants. Its readers have wants to supply for food products, clothing, furniture, and all the little luxuries of life, as well as Poultry Raisers' Supplies. The poultry industry yields in the United States alone over \$300,000,000 worth of product annually; no other one industry yields so much.

FARM-POULTRY is the giant paper of this great industry; none as popular, none as far reaching, none as influential. Sample copy and rates sent to any advertiser upon request. Published twice a month.

I. S. JOHNSON & CO., BOSTON, MASS.

A Proposition

Semi-Weekly AMERIKAN

Has a Circulation of 40,000

Seventy-five per cent of these are farmers and the remaining 25 per cent reside in cities. The paper is found in every hamlet of the United States wherever any number of Bohemians are inhabited. They are industrious and economizing and most of them well-to-do.

Our rate is \$2.00 an inch,

but will give such advertisers who have not tested the merits of this publication a very low rate for a limited amount of space.

If you wish to take advantage of this proposition, write promptly to

THE STEVE W. FLOYD SPECIAL AGENCY,

1318 American Tract Society Bldg., New York City, or

M. Geringer, Mgr. The Amerikan, Chicago, III.



Argus and Patriot

MONTPELIER, VERMONT,

is read by every one even if they do not subscribe for it. A good many do not like its politics, but they all want to see what it has to say.

Its circulation covers the State.

Printers' Ink gives it the largest circulation of any paper in Washington County. We claim for it the LARGEST circulation of any paper in the State.

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The Evening Argus.

Established October, 1897. Independent in politics. It has an Associated Press franchise; is a live, up-to-date newspaper. The home paper of Montpelier, taken by nearly every family in the city, and with a much larger circulation in Waterbury, Middlesex, Northfield. Roxbury, Randolph, So. Royalton, Bethel, and all towns on the Montpelier & Wells River R.R., than any other paper; also in the towns reached by stage from Montpelier. Guaranteed circulation, over 2,100 daily. The fact that it carries over three times as much local advertising as its nearest contemporary proves its value.

With the two papers you can reach the people of Vermont who have money to spend.

ARGUS AND PATRIOT CO.,
MONTPELIER, VT.

THE EAGLE ALMANAG

FOR

1900

will be better and more complete than ever before — the best guide to New York City — at the same price,

25 CENTS A COPY.

READY JANUARY, 1900. If you are troubled
With colicy pains;
Ripans Tabules,
Our doctor explains,
Are easy to try
And cheaper to buy
Than a tombstone
To mark your remains.

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical'Co., 10 Spruce St., New York City.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixev.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It would be almost as foolish to close your store for a month or two after the holidays, as to discontinue or neglect your advertising during that period. This is not a new thought, but it is one that is not properly appreciated by a great many storekeepers, and for that reason, it will bear frequent repetition.

There is always after-holiday business that is worth asking for, and the storekeeper who asks for it in the right way—by offering inducements that show he really wants it-will get a great deal

more than his share.

Have a good reason for making reductions and tell in your advertising what that reason is. If you are going to take inventory and want to reduce stock before doing so, hold a pre-inventory sale and explain its object in your advertisements. If it is simply a matter of livening up the after-holiday trade, say so and print prices

that will prove it.

Good special sales held two or three times a week during this usually dull period, and advertised in the right way, will give you a very decided advantage over the competitor who neglects his afterholiday advertising, not only bringing you many of the dollars that might otherwise be his, but making a greater and more lasting impression on the public mind than would be possible at a busier time when many other advertisers would be clamoring for attention. Goes Straight to the Point.

Hunters' Watches

run risks of injury that may permanently disable a highly prized watch, or make the re-pairing a matter of consider-

pairing a matter of considerable expense.

We sell for \$1, a dependable watch that will surely meet all of a hunter's time keeping requirements. It's strong and durable, not over large and keyless. It's fully warranted. Other styles \$1.25, \$1.60, \$1.75, \$1.50, \$1.75.

Will Interest Women.

Golf Capes.

They are steamer capes as well—and the favored wrap for the thousands of good dressers. Not a uniform of commonness—for the styles are too varied. Interested? Stocks are in fine shape today (we can't always get the sorts we demand promptly).

Imported, \$18 to \$35. Domestic, \$5 to \$18.75.

There's Pulling Power in the Last Sentence.

Syringes.

There are many advertised in journals for women, each claiming some special advantage over the other, and nearly all are disappointing. We will show fountain and bulb styles in all sizes and at various prices. Your physician would sanction the use of the kinds we sell. of the kinds we sell.

Goes Into Details.

Oak-Garland Heating Stoves.

There's perhaps no other kind of heating stove so popular as the "Oak." And probably none so deservedly popular as the "Oak-Garland."

We believe the "Garland" has more special advantages than any other "Oak" stove. You'll find the coal grate one You'll find the coal grate one of the best now in use in any oak stove. It has a center cone that prevents the tormation of clinkers and you don't have to open the ash pit door to shake the grate, thus preventing all escape of dust into the room.

You get a coal and wood

You get a coal and wood grate with every "Oak Garland," so that you can burn either coal or wood with perfect satisfaction.

Almost every feature of economy, durability or convenience that an experience of over a quarter of a century has shown to be desirable will be found in the "Garland" lines, eight \$x_0\$

The prices are right, \$12, \$14, \$18, \$20, \$22, and a special maker's guarantee with every stove.

This is Good.

About Our Comfort Shoes for Women.

They're the greatest bless-ing ever invented for the woman who is on her feet

all day.

They soothe and comfort tired, aching feet till they feel more like feathers than

feel more like feathers than lead. They care for every tender spot, support firmly, squeeze nowhere. Uppers—soft, velvety kid. Soles—ample, easy, smooth. Toes—roomy, comfortable. Heels—low, broad, flat. According to quality—\$1.50 \$2.00, \$2.50. They're a very paradise of rest for weary feet; and a paradise of economy for weary purses.

A "Warm" One for Coal.

A Black Subject.

A Diaux Jungan Incidentally to our coal business we sell hay, grain, flour and feed, but we like to talk on the coal question, because at this time, when winter's chilly blasts are almost due, the subject has a warm place in the hearts of the multitude. Then, too, of the multitude. Then, too, there's another reason—the price at which we are selling tne highest grade of Lehigh Coal, \$5.50, delivered, causes consternation in the camp of the enemy—the high price dealers. Good clean coal, honest weight.

Millinery.

Trimmed Hats at

\$5 and \$10.

We have put a style and excellence into \$5 and \$10 hats that is new—and decidedly interesting. It isn't hats that is new—and decidedly interesting. It isn't a reaching after something, but a decided accomplishment. The materials are intrinsically good—we believe it best to always be sure of that. The mere selling of a something is out of our line—you who buy must be satisfied. You shall be. No matter what the need—for a street hat or evening hat: for black or colors—bat: for black or colors—bat: for black or colors—

for a street hat or evening hat; for black or colors—the hats are ready. Choose. A word of the Evening Hats at \$10—of spangled jet, with bows, short plumes, buckle or ornament; maybe a bunch of tulle. Or, with scarf or stitched taffeta handkerchief for band; maybe an Alsatian bow.

For Zinc and Oil Cloth.

Look Under the Stove

before you come down street the next time and see if you do not need some oil cloth, zinc or linoleum. We have oil cloth of all kinds and in all widths from one to two yards and in patterns from a yard square up. Linoleum in same sizes.

Zinc to match for the parsitting room or kitchen stove.

A Market that Isn't Afraid to Quote Prices.

Public Market News.

Take advantage of your opportunities. If you are not buying meats and groceries at the public market you are losing money every day.

Come to-morrow and let us demonstrate to you the ac-curacy of this statement. Here are some beyond competition prices.

Roast pork, 8c pound. Fresh made sausage, pound.

Round steak, 10c pound. Sirloin steak, 15c pound. Shoulder Steak, 10c pound. Short Steak, 16c, 20, 25c

pound. Roast beef, 16c pound. City dressed fowl, City pound.

City dressed chickens, 16c

Sugar cured ham, pound. Sugar cured bacon. pound.

Special sale of groceries all week. 20 pounds granulated sugar \$1.00.

Now for Griddle Cakes.

New Maple Syrup, Fayette County, in full gallons, \$1.00. Maple Sugar in small cakes, 15c pound.

A Market Ad.

Blue Point Oysters.

The Blue Point Oyster is the aristocrat of oysterdom.
Blue Point Oysters are considered the finest flavored
oyster in the world.

Every oyster epicure will be glad to know that we have the genuine Blue Point Oys ters from the south shore of Long Island, and that we are selling them for 50c a quart, solid meats.

For Overcoats.

My overcoats are comfort and satisfaction bringers—well made and fit and hang just right. They are economical because they are durable. Fabric, lining and tailoring are of the best. They are stylish, being the latest product of first-class makers. If you can buy as good a coat elsewhere you'll pay more for it, be the price \$8 or \$18. If won't take but a moment's time to drop in and try one on. You're pretty sure to find what you need and at just the price you want to pay, as the stock is a big one and complete in all grades.

Attractive.

Morris Chairs.

These comfort-givers are here in plenty—made in oak, mahogany and mahogany finish, upholstered in velour, corduroy, leather or any material you wish.

These chairs are very

These chairs are very handsomely designed, are adjustable and an ornament to any house. There is a wide range in

There is a wide range in prices, but we sell you a good one for \$5.00.

Just to Break the Monotony.

Every Gentleman Should Wear

a Fancy Vest.

No other feature of the wardrobe adds so much to one's appearance. Fancy vests break the monotony of that sameness which is apparent if you wear one suit an entire season. We have fully 30 styles—in all the correct shadings and prices—begin as low down as \$3.00.

A Good Scheme.

Rubber Heels Free!

All shoes purchased at the
— Store, for which \$2.50
or upwards per pair is paid,
will be fitted with a pair of
rubber heels. Rubber heels
will relieve the nervous system from the constant jar occasioned by the use of hard
leather heels. All doctors
and scientists recommend
them unqualifiedly. Try them
once and you won't go without them. Other stores
charge you from 50c to 75c
a pair for them. Buy your
shoes here and you'll get
them free.

Perfume.

Are you acquainted with forland of Violet" perfume? It's the nicest of all the violet perfumes. Come and see it, an introduction will cost you nothing. It makes lasting friends, 40c half ounce, 75c ounce.

A Music Teacher's Scheme.

A Special Offer to Music Scholars.

to all beginners who have never taken lessons on piano or organ, who will leave their names at our store between now and March first, we will give 10 lessons for 25 cents each. Just one-half our regular price. This offer will not last, so come at once. In 10 lessons you will be able to read the music and know something about what you can do on the piano. First class instruction guaranteed. Miss Bertha Schminky, teacher.

Tells of Low Prices and "Why."

Special Offering of Comfortables.

Very early in the season we placed our order for comfortables. The price of cotton batting was lower than it is to-day; the price of print was lower than it is to-day; the price of silkalene and satine were lower than they are to-day.

These comfortables of ours were made by good reliable people in a strictly clean factory, consequently we are in a position to offer you superior made comforts at lower prices than can be found in town or out.

Our very cheapest number is made well and the \$1.50 grade is covered with silkalene, tufted with Germantown yarn and lined with good quality cotton batting. Other qualities up to \$4.50 each and every number great value.

For a Cough Syrup.

Frosty Air

Will doubtless bring back that troublesome cough.

that troublesome cough.

If you use Simon's Wild
Cherry Balsam you will be
free from the hemming and
hacking that so often is
started by autumn dampness
and chill. It cures in the
rational way, by cutting the
phlegm, soothing and healing
inflamed bronchial passages.

Price 40 cents per bottle.

Inviting.

Wines and Liquors.

It has been frequently asat has been frequently asserted by eminent authorities that nearly two-thirds of the crime and poverty of the world was directly traceable to intemperance. These wise-acres should have stated that these evils are due to the inacres should have stated that these evils are due to the immoderate use of wines and liquors of questionable quality, for it is a well-known fact that intemperance is practically unknown in the wine producing countries of the world, where the inhabitants drink moderately of good, pure wines. The good and pure are the only kinds we keep, and we sell them the most reasonable of prices, as a perusal of to-morrow's list will show.

What About Prices?

China Closets.

Not having a China Closet for your china is like neglecting to frame a picture.

A China Closet properly preserves china and enhances its beauty.

Wise speakly, why under-

Wise people buy under-standingly. When you un-derstand about China Closets you'll buy ours. Seven styles.

How "Your Uncle" Says It.

Do You Want an Overcoat?

Your uncle may have one to suit you. Over 200 have been unredeemed, and will sacrifice them to pay advances from \$2.00 up. Uncle Knoek, 188 State street.

Good Overcoat Talk.

Overcoats are a hobby with Leland this fall. He has plunged on 'em. Surprised many a customer by the size and goodness of his stock and and goodness of his stock and his wonderfully low prices. His line of Coverts at \$6, 8, 10 and 12 is unsurpassed at the price, while his black Kerseys at \$8, 10 and 12 are all right. His Oxford Mixed and—but, say, you drop in to-night and see for yourself. Leland can fit you out better than any one else in town. What's more, he guarantees you satisfaction, or gives you satisfaction, or gives you you satisfaction, or gives you back your money. You can save by trading at Leland's, 241-243 Main street, others

Baths.

It's a pleasure to take a bath at Opera House Barber Shop in the block. Only place in the city where you get pure rain water and porcelain tub, attendant and alcohol rub for 25 cents. Everything new and clean.

Telling Talk.

A Great \$3.00 Shoe for Women

It's the equal of any \$4 grade that you know, or we know or anybody else knows. It's better than all the \$3.50 kinds in creation. Every kinds in creation. Every pair was made specially from pair was made specially from leather in which we invested this spring when the market was "kiting." There's choosing of patent enamel, Chrome tan, kid skin, box and Vitalic calf stocks. A few pairs have cloth tops. We've made have cloth tops. We've made some a bit extreme and put perforated tips on 'em. If you want moisture-proof shoes you'll find pairs inter-soled with cork. Welted shoes, naturally. You posi-tively take your pick from 34 styles. You get the biggest value ever given for \$3.00.

Sensible and Seasonable.

Did You

Go Nutting? and we have as fine a lot of hickory nuts as you have ever seen or tasted and we are willing you should have some if you've got the price. \$1.00 per bushel delivered.

per bushel delivered.
Speaking of nuts reminds
us of apples, the two go
hand in hand. We have
some very fine Greening apples for \$1.00 per barrel.
They are sorted and all
sound and you may take sound and you may take your choice from twenty barrels.

Another good thing we have for the long winter evenings that are before us, is the celebrated "Goodale" Pop Corn. The kind you ate with that self-satisfactory smile on your face all sum-mer at the Lake. It is shelled and cleaned and you know just how good it pops without our telling you. 100

per pound, 3 lbs 25c.

We have everything that is to be found in a first-class grocery store at popular prices. Prompt service and courteous treatment.

Boys' Clothing.

Bring All Your Boys,

YOUF DOYS,
Leave none behind—we'll
clothe them cheap and well.
Nowhere, elsewhere, will you
find the bargains we now sell.
Suits of all wool. In vestee
and small collar suits. Full
run of sizes. Overcoat of
ribbed woolen cheviot in blue.
Boucle Reefers and astrackhans. These are smart little
garments and their usefulness
is enhanced by the daintiness.
These are actually of the
value commanding a price of
\$3_ elsewhere. \$3 elsewhere.

A Strong One For A Cough Remedy.

Are Your Lungs Worth 4oc.?

Then why do you cough all day? Simon's Wild Cherry Balsam will relieve you the first day. It will stop that cough in a few days more. We know all about it, because we make it and have sold it for years. It is not a cure-all; it is just a cough cure, and a good one at that. It's made to cure. That's why we sell so much of it. We recommend it, and we believe in it so much that we we recommend it, and we be-lieve in it so much that we say: "Your money back if you want it." When you use it once you will believe in it, too. Are your lungs worth 40 cents?

Seems Sincere.

Men's Shirts.

Several years ago we determined to sell better shirts at a dollar than a man could find anywhere else. We are doing it—to-day's perfection possible because the excellence of the first attempts won friends who stood firm. It was only by making a large business of this item that economies came—and that economies came—and economies had to come, if we economies had to come, if we were to sell better shirts than you had known at the price. White shirts, laundered. Open front, open back, open back and front. Long bosoms and short. Comfort. \$1 a shirt.

Tells of Price Pruning.

Petticoats

50c; rose-colored sateen, with metallic stripes, with deep umbrella ruffle, trimmed with four cords, ruffle faced. Earlier in the season, when we had all colors, we sold them for \$1.25.

Monuments.

Skillful Workmen

Are employed in the making of our Monuments and we warrant all our work to be satisfactory, for every detail of our business is looked after by people who know how. Our stock is worth looking over.

What Better Advertisement Could a Men's Furnishing Store Have?

Men's Collars.

We have the regular 25c collars—so do others—just like ours. Our two-for-a quarter collar is different from any other.

We had the two for a courter of the collar is the two for a courter of the collar is the collar in the col

We had the two for a quarter collar made for us because we thought that was a popular price. We had it made better than the usual two-for-a-quarter collar and actually as good as the ordi-nary 25c collar—incredible

actually as good as the ordi-nary 25c collar—incredible as that may seem. Five-ply, and linen on both sides—fine linen, too. Ac-curate sizes, all the leading styles. 2 for 25c.

For Any Line-Good Heading.

Some Things To Think About.

We have not a single dollar outstanding. We buy every bit of clothing, shoes and hats for spot cash. We are "out of the high price district." Every one of these facts tends toward lowering the cost of merchandise to you, and we do not lose a point to attain the very bed-rock of low prices. You pay us cash or else you do not buy at our prices. But when you do buy you are confident that you never purchased so much value for so little money before. money before.

Men's Shoes.

Come Here and Choose For \$2.50 A Pair of \$4 Shoes

These are \$4, shoes judged by the prices asked for shoes in this city and New York. In this lot you may pick from White Brothers Box Calf or Russia Calf Shoes. These are in blacks and russets. The shape is that full generous winter last which is protective as well as pleasing. We have all sizes and all widths. All shoes are lace. Made with six styles of toes. of toes.

Unprecedented

The New Year opens in an era of prosperity which has not been equaled for a long time.

Department stores claim that the holiday trade was "unprecedented," and this is a sure sign that money is plentiful.

This is the time to make hay while the sun shines. The country will be flooded with ink drummers from now on, as the failure of the ink men to form a combine has caused them to fight one another much harder. They will offer you all kinds of prices and terms, but look before you leap.

Raw materials are steadily advancing, and when the price is cut, adulterations must necessarily follow.

This is not so in my case. I struck bottom six years ago, and have never varied. I use the finest of goods in manufacturing. I have no salesmen, no bookkeepers, no collectors or no unnecessary help to pay, therefore I can stand the increase in cost much better than my competitors.

When my inks are not found satisfactory, I cheerfully refund the money and pay all transportation charges. Send for my price list before ordering elsewhere.

Printers Ink Jonson,

13 Spruce Street, New York.

Advertising Rates

PRINTERS' INK,

"A Journal for Advertisers."

27 Unless otherwise stated all prices are for space without special position.
25 per cent extra will be charged for special position, if granted.

CLASSIFIED ADVERTISING.

Without display, under appropriate heading, two lines space or more.

		INSERTIONS.					
	SPACE	1 TIME.	1 MO.	3 мов.	6 MOS.	1 YEAR.	
2	Lines	\$0.50	\$2.00	\$6,50	\$13,00	\$26.00	
4	44	1.00	4.00	13,00	26.00	52.00	
10	44	2,50	10.00	32.50	65.00	130,00	

LARGER SPACE PRO RATA.

DISPLAY ADVERTISING.

INSERTIONS.

		INSERTIONS.					
SPACE.	1 TIME.	1 MO.	3 мов.	6 MOS.	1 YEAR.		
1 Line	\$0.50	\$2,00	\$6.50	\$13.00	\$26,00		
1 Inch		30.00	97.50	195.00	390.00		
½ Page	12.50	50.00	162.50	325.00	650.00		
1/4 "	25.00	100.00	325.00	650,00	1,300.00		
1/2 44	-	200,00	650.00	1,300.00	2,600.00		
Whole Page	100.00	400.00	1,300.00	2,600.00	5,200.00		

FOUR SPECIAL POSITIONS AND THEIR COST.

Outside First Cover Page	\$200.00	\$800.00	\$2,600.00	\$5,200.00	\$10,400.00
Inside First Cover Page	150.00	600.00	1,950.00	3,900.00	7,800.00
. Inside Last Cover Page		600.00	1,950.00	3,900.00	7,800.00
Outside Last Cover Page	200.00	800.00	2,600.00	5,200.00	10,400.00
Double Pages in Center of Paper	300.00	1,200.00	3,900.00	7,800.00	15,600.00

CHANGE OF COPY.

Changes of copy will be made without charge whenever desired. It is recommended that copy be changed every insertion.

PRESS DAY

is Wednesday, one week in advance of date of issue.

CIRCULATION.

The actual circulation in 1897 was 16,721 copies each week. in 1898 was 23,171 copies each week.

From Nov. 1, 1898, to Nov. 1, 1899-22,484.

Address

PETER DOUGAN, Advertising Manager
Printers' Ink, 10 Spruce St., New York.

LET THE PEOPLE KNOW Street Car Advertising WE CONTROL BEST LINES

THE-FIRST-CAR



out on any of our lines will

carry your card, displaying itself to an ever changing and buying public—and it will stand supreme and convincing when brought back at



THE-LAST-CAR

OUR YEARS OF EXPERIENCE ARE AT YOUR SERVICE

night by

Geo.Kissam&Co 253 Broadway, New York.

WE CAN ADVISE YOU PROFITABLY